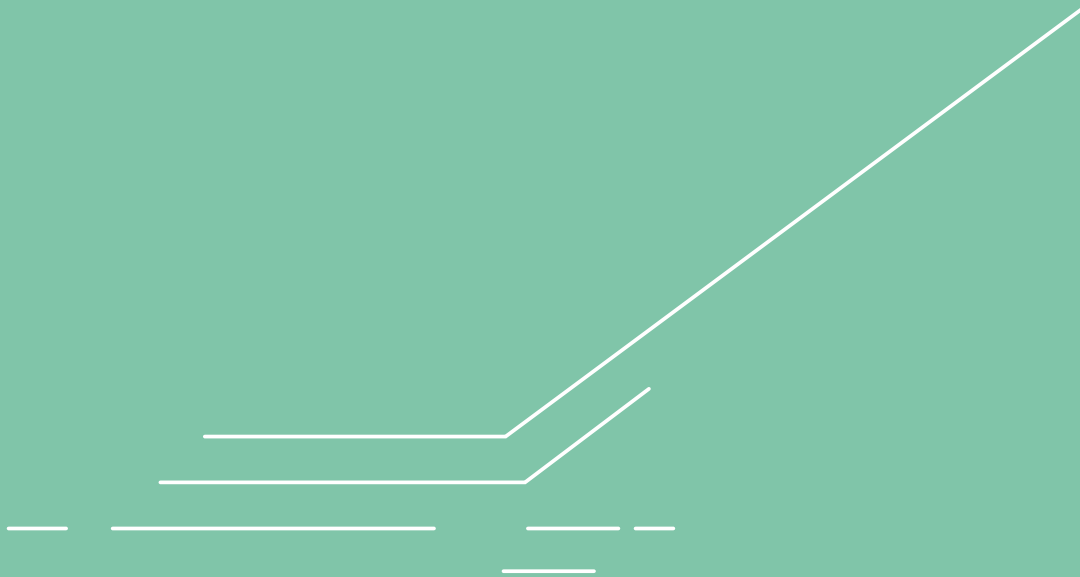


Washington Paid Family and Medical Leave **MEDIA STRATEGY**

September 2018



BRINK



Paid Media Goals

- ▶ Create broad awareness and participation among employers and employees
- ▶ Drive audiences to www.paidleave.wa.gov

Target Audiences

Employers

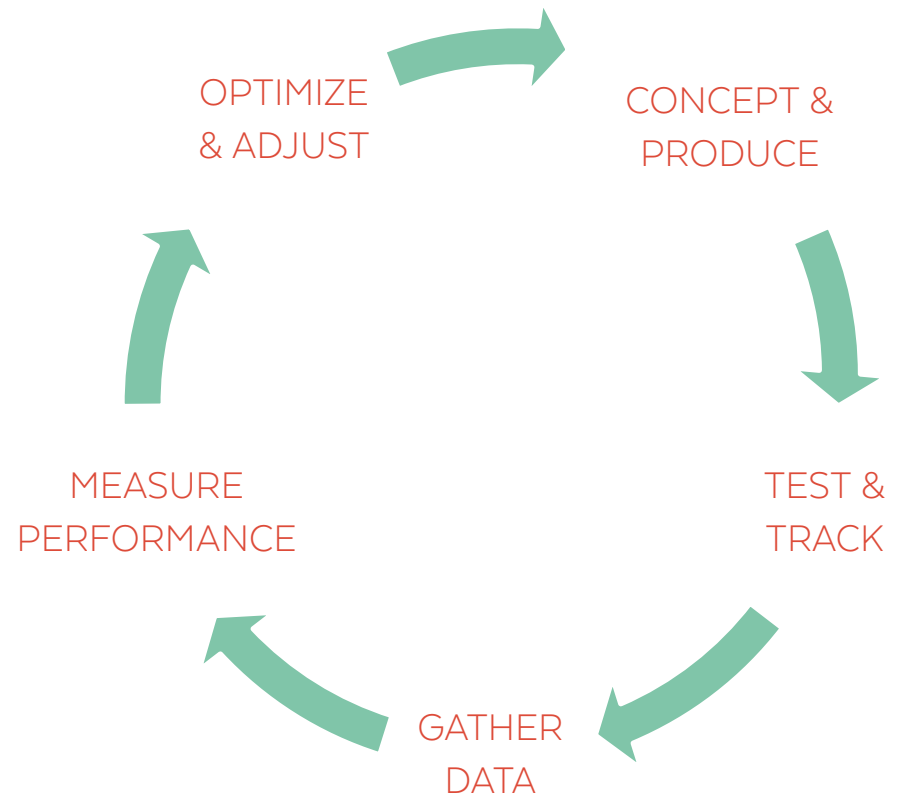
- ▶ Small (0-49 employees)
- ▶ Medium (50-150)
- ▶ Large (150+)

Employees (both men & women)

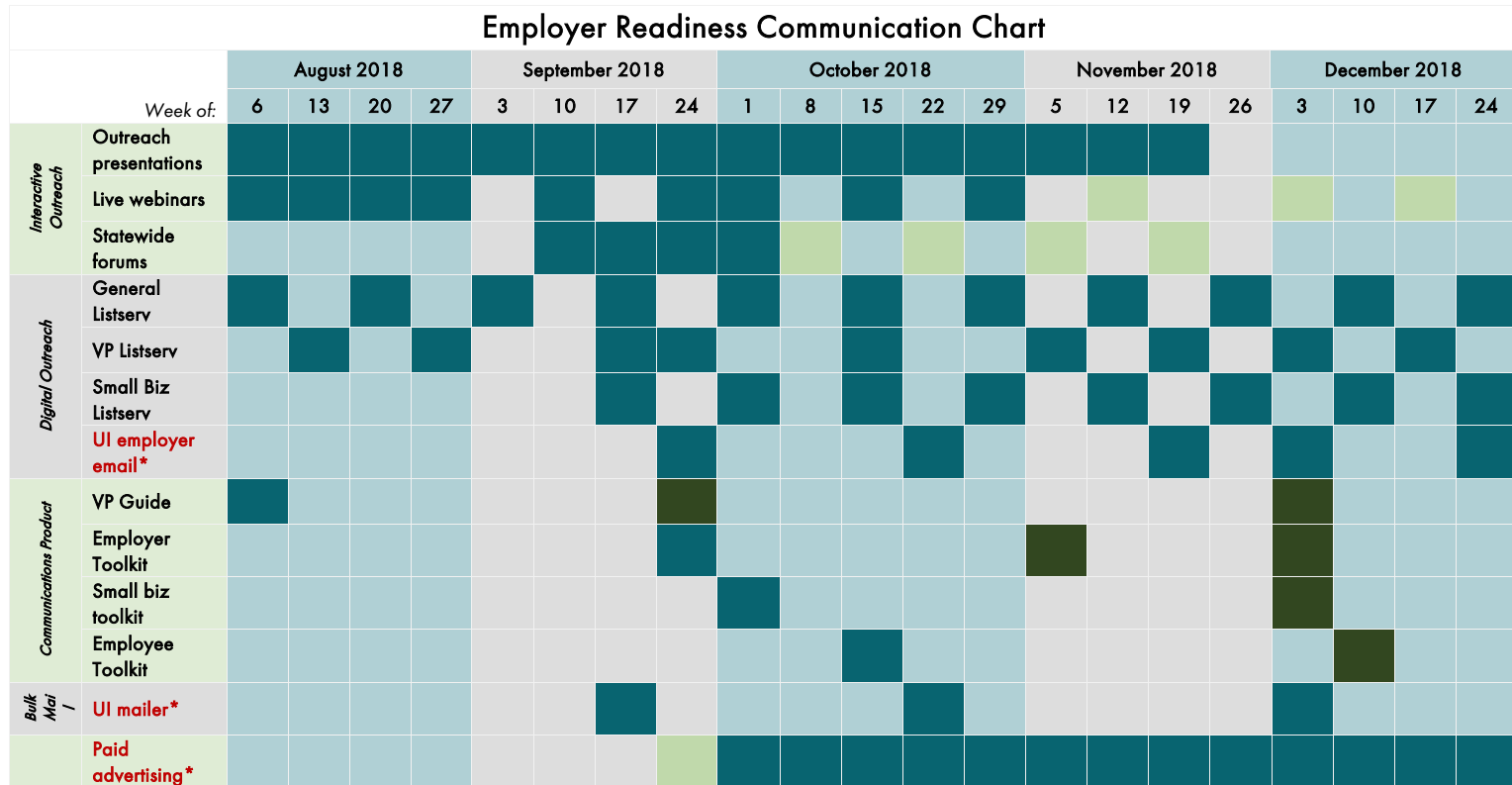
- ▶ Communities of color
- ▶ Low income workers
- ▶ Multilingual workers
- ▶ Rural workers
- ▶ Military populations

MEASUREMENT AND OPTIMIZATION

- ▶ Each outlet will be measured and compared to the others.
- ▶ Over time, budget will be shifted from the less-effective channels to the more-effective ones.
- ▶ New channels may be added to test performance, and we will continue to improve the mix.
- ▶ Optimizations will happen daily.
- ▶ We will provide a bi-weekly analytics report.
- ▶ We will place tracking pixels on the campaign landing page. This allows us to track users post-click and accurately measure all KPIs.



MARKETING AND OUTREACH STRATEGY



Key

- Deliverable/service provided
- Update released
- Tentative

*Deliverables in red text indicate unsolicited and broad-reaching information.

These are anticipated timelines. Specific dates may shift according to program resources and other factors.



Media Channel: Digital



Audience Targeting

Serving digital ads to an audience defined by demographic data (third-party lists, demographics defined by income, gender, business size, etc.)

Behavioral Targeting

Targeting our audience based on their behavior on the web (sites they've visited, actions they've taken, etc.) By utilizing cookie data from third-party data providers, we will identify and reach our core audience on any digital device at any time of the day.

Contextual Targeting

Delivering a message on sites with content (news articles, blogs, etc.) related to a specific topic/category. For this campaign, we recommend creating a custom keyword and category list specific to the campaign message.

Custom Site Lists

Using a list of hand-picked local and national sites based on a combination of analytic and audience research. This tactic targets the sites that would interest our core audience.

Paid Social Media

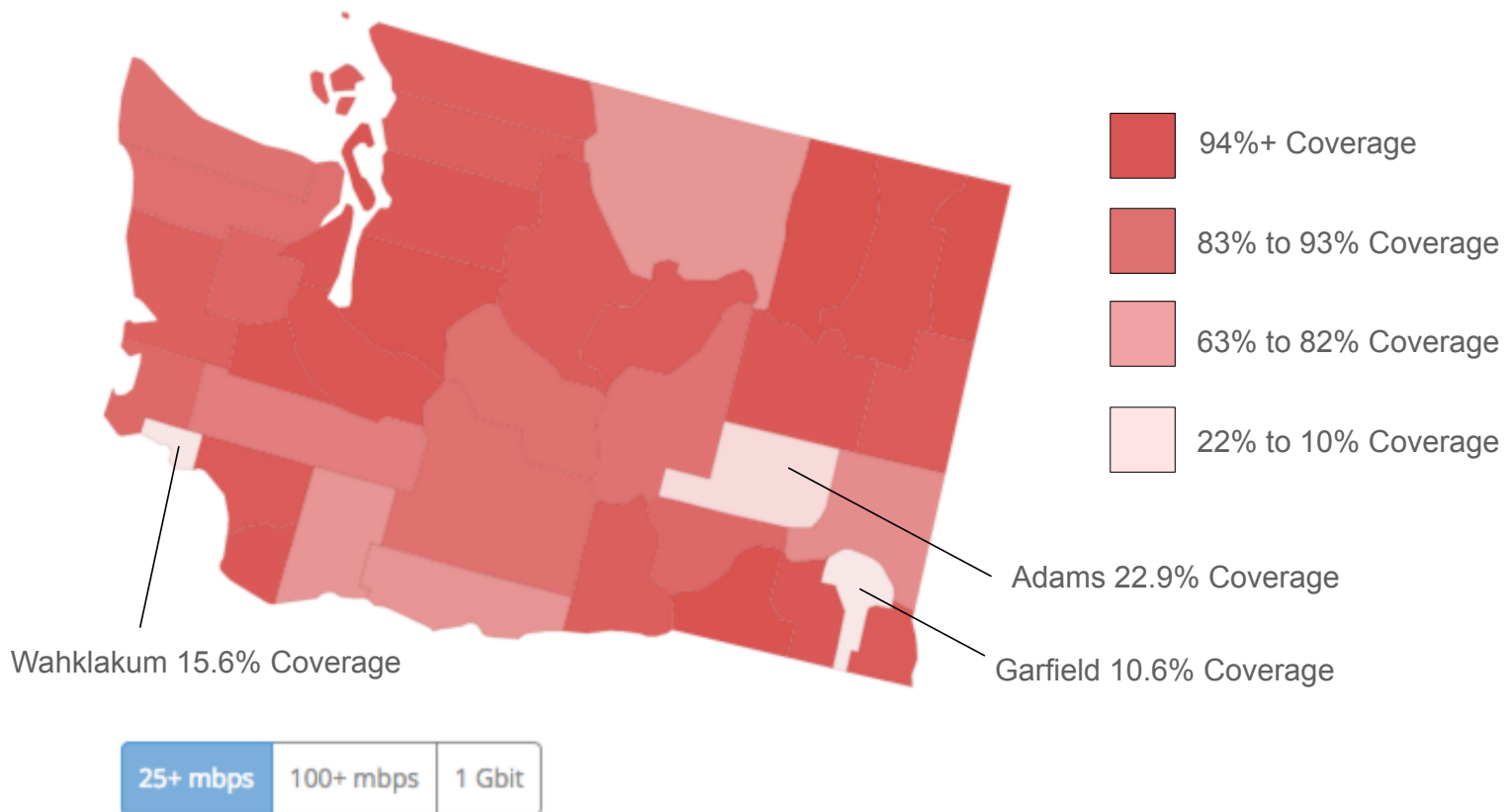
Delivering pinpoint targeting with highly relevant messages. We recommend utilizing Facebook and Instagram newsfeed ad placements. Further optimizations will allocate budgets to best performing social tactics or creative.

Retargeting

Driving continued engagement from the most qualified audiences, by remarketing to those users who have visited the Paid Family and Medical Leave website.

MEDIA STRATEGY: BROADBAND COVERAGE

All but three counties in Washington have at least 63% broadband coverage of 25+ mbps. The three counties that fall below this are Wahklakum, Adams and Garfield.





Media Channel: Radio

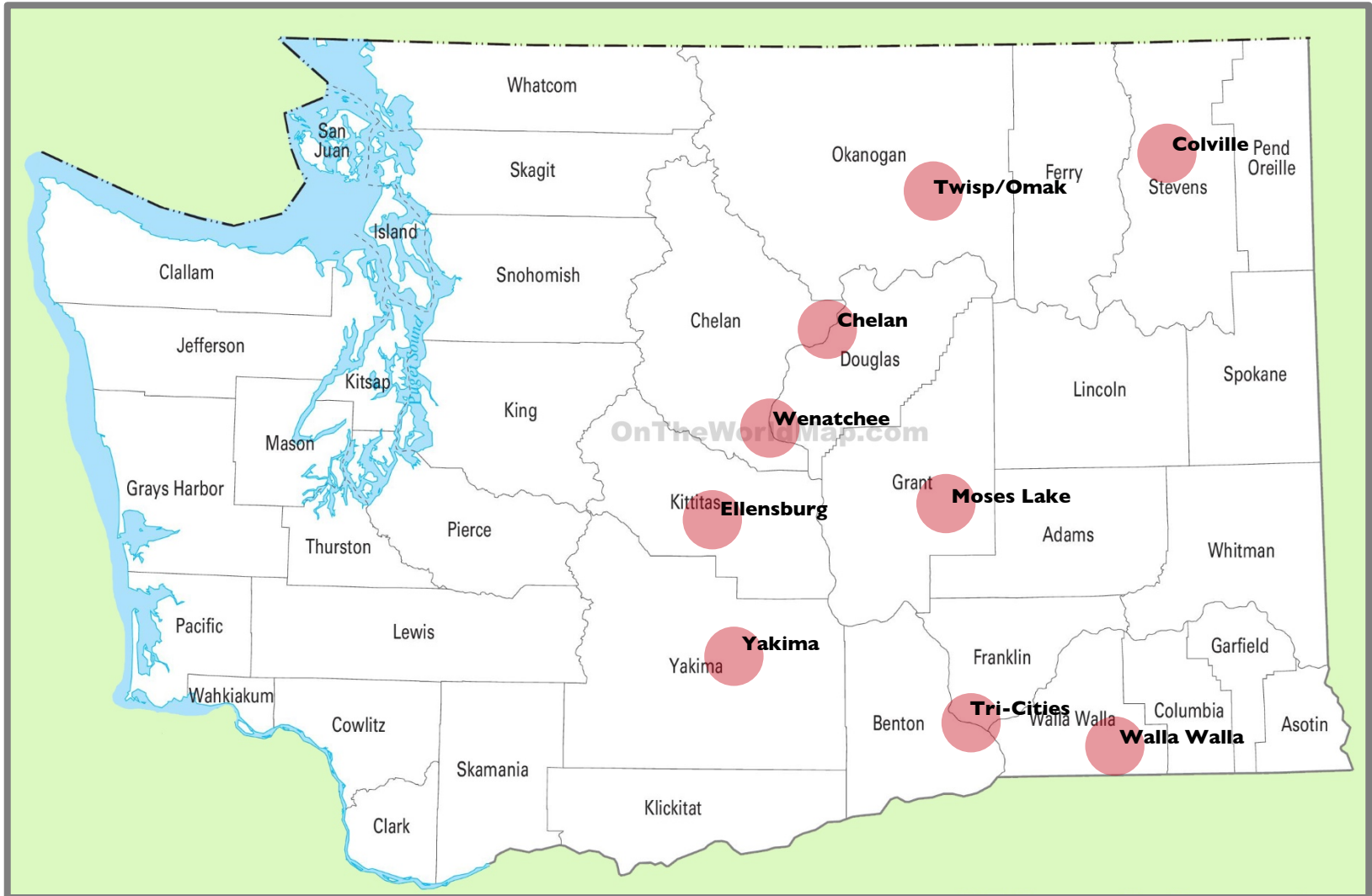


Radio Strategy

To communicate the 30-second message to employers speaking either English or Spanish we recommend using small rural radio stations in the following markets in central and eastern Washington:

- ▶ Colville
- ▶ Ellensburg
- ▶ Twisp/Omak
- ▶ Walla Walla
- ▶ Moses Lake
- ▶ Chelan
- ▶ Yakima (includes Spanish stations)
- ▶ Tri-Cities - Pasco/Richland/Kennewick (includes Spanish stations)
- ▶ Wenatchee (includes Spanish stations)

MEDIA STRATEGY: CENTRAL/EASTERN RADIO COVERAGE





Media Channel: Print



Publication/Website

Frequency

Yakima Valley Times

Bi-Weekly

Spokane Journal of Business

Bi-Weekly

425 Business (Bellevue)

Monthly

South Sound Business

Monthly

Bellingham Business Journal

Monthly

Vancouver Business Journal

Weekly

Puget Sound Business Journal

Weekly

Tri-Cities Business Journal

Monthly



Content Strategy



Videos with 4 employers

One each from each of the following regions:

- East of the Cascades
- Seattle/Tacoma/Olympia
- Coastal
- Southwest

Among the four businesses, diversity of:

- Business size (including at least one <25 employees)
- Gender of owner
- Race of owner
- Industry: Manufacturing, Food Service/Hospitality, Construction, Retail



Photos for 4 additional employers



Media Strategy



Employers Only (9/17 /18 – 4/30/19)

A/B Facebook Test

Digital - English and Spanish

- ▶ Facebook and Instagram newsfeed ads - A/B test and multi-media campaign (video and photo)
- ▶ Behaviorally/contextually/programmatically targeted digital ads
- ▶ Custom local news websites
- ▶ Coverage of the entire state

Radio - English and Spanish

- ▶ Rural central and eastern Washington
- ▶ 30-second spots (25 spots per week per station; 7 AM – 6 PM)

Business Print & Print Websites - English Only

- ▶ Coverage throughout the state, where available
- ▶ Full color print or display banners

MEDIA STRATEGY: SCHEDULE

AUDIENCE	A/B	OCT 2018	NOV—DEC 2018	JAN—FEB 2019	MAR—APR 2019
	Testing >>>	Creative Set 1: Get Ready! >>>	Creative Set 2: It's Time! >>>		<Employee Research>
Employer	+ Social	+ Social + Display + Print + Radio	+ Social + Display + Print + Radio + Video	+ Social + Display + Print + Radio + Video	+ Social + Display + Print + Radio + Video
Employee	No Paid Media	No Paid Media + Employer Collateral + Email	No Paid Media + Employer Collateral + Email	No Paid Media + Employer Collateral + Email	No Paid Media + Employer Collateral + Email

MEDIA STRATEGY: IMPRESSIONS

Employers - 9/17/18 - 4/30/19

Media Vehicle	Start Date	End Date	Length	Geography	Media Strategy	Estimated Impressions
Spot Radio (English & Spanish)	10/15/18	4/30/19	28 weeks	Central Washington E and SE Washington (≈ 12 cities)	Consistant: hiatus from 12/24-1/6 ≈ 13 English stations ≈ 7 Hispanic stations	870,688
Digital (English & Spanish)	10/15/18	4/30/19	28 weeks	Washington	Consistant	12,457,122
Business Jrnl. Print Business Jrnl. web	10/15/18	4/30/19	28 weeks	Washington 8 Journals + web	Consistant - hiatus from 12/24-1/6	4,441,667
Employers - Impression Totals: 17,769,477						



Discussion

