



Paid Media Insights for State-Based Marketplace Outreach

Tuesday, September 5, 2023

4:00 –5:00 p.m.

Please stand by, this webinar will begin shortly

STATE
Health & Value
STRATEGIES

*Driving Innovation
Across States*

A grantee of the Robert Wood Johnson Foundation



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GMMB

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About State Health and Value Strategies

State Health and Value Strategies (SHVS) assists states in their efforts to transform health and healthcare by providing targeted technical assistance to state officials and agencies. The program is a grantee of the Robert Wood Johnson Foundation, led by staff at Princeton University's School of Public and International Affairs. The program connects states with experts and peers to undertake healthcare transformation initiatives. By engaging state officials, the program provides lessons learned, highlights successful strategies, and brings together states with experts in the field. Learn more at www.shvs.org.

Questions? Email Heather Howard at heatherh@Princeton.edu.

*Support for this webinar was provided by the Robert Wood Johnson Foundation.
The views expressed here do not necessarily reflect the views of the Foundation.*

About GMMB

GMMB is a full-service communications firm dedicated to creating real and lasting positive change in the world. We work across the healthcare sector and have expertise developing communications at the intersection of policy development and program implementation. For more than 30 years, we have been on the front line of issue-based communications, earning a reputation for shaping public opinion by developing research-based communications strategies that achieve real results. Our work has helped enroll millions of individuals in affordable health coverage and increased access to needed care and services.

For more information, visit www.gmmb.com.

Housekeeping Details

- Use the 'Q&A' function in Zoom to submit questions and comments to the meeting facilitators. **Note that you must select to submit a question anonymously.** The meeting facilitators will address questions and comments verbally in a manner that maintains the anonymity of the state.
- All participant lines are muted. Use the 'raise hand' feature in Zoom if you would like to speak during the discussion portion. The meeting facilitators will then unmute you.
- After the webinar, the slide deck and a recording will be available at www.shvs.org.

Presenters

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- Dan Meuse, State Health and Value Strategies
 - Melissa Morales, GMMB
 - Jesse Demastrie, GMMB
 - Kaylee O'Connor, Manatt
 - Elizabeth Lukanen, SHADAC
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Agenda

- **Paid Media Insights**

- **Federal Update**

- **Consumer Surveys to Understand Disenrollments**

- **Discussion**



Changes in Media Landscape

Changes in Media Landscape

What hasn't changed:

- Radio – 8 in 10 Americans still listen to terrestrial radio in a given week.
- Print – Tried and true in periods of uncertainty.
- Podcasts – Numbers continue to grow.
- Social – Allows brands to increase message sharing, visibility, and transparency.
- Video – People still watch TV and we can still target demographically.

What's changing rapidly:

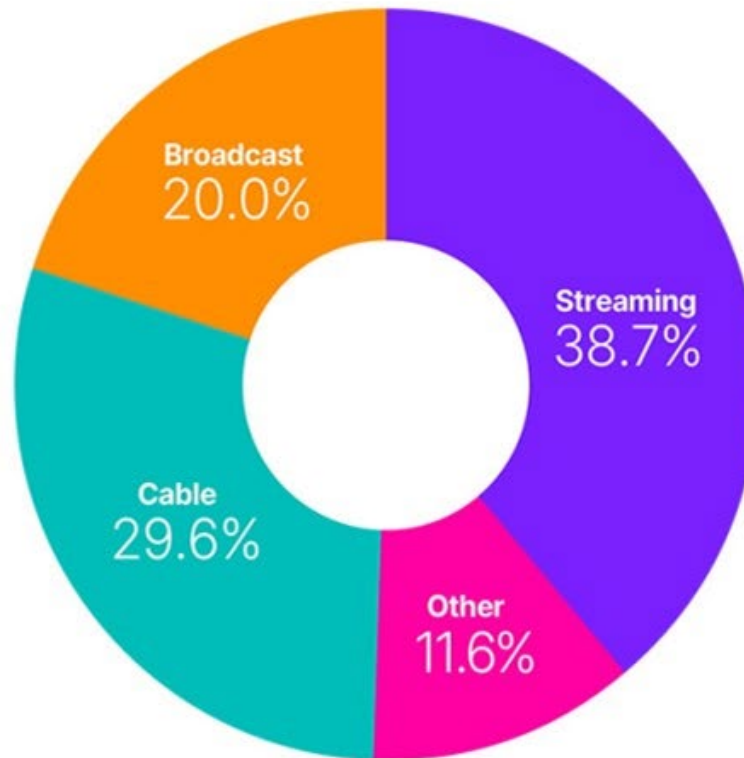
- Radio – Listening is shifting online; rise of podcasts.
- Print – Digital interactions with print ads (QR codes, Virtual Reality); planning with print and digital together.
- Podcasts – Listenership rising among all audiences, not just youth.
- Social – The number of platforms and unique community focuses continue to evolve.
- Video – More cord-cutters, more streaming, and more targeting capabilities.

How People Watch TV Is Changing



July 2023

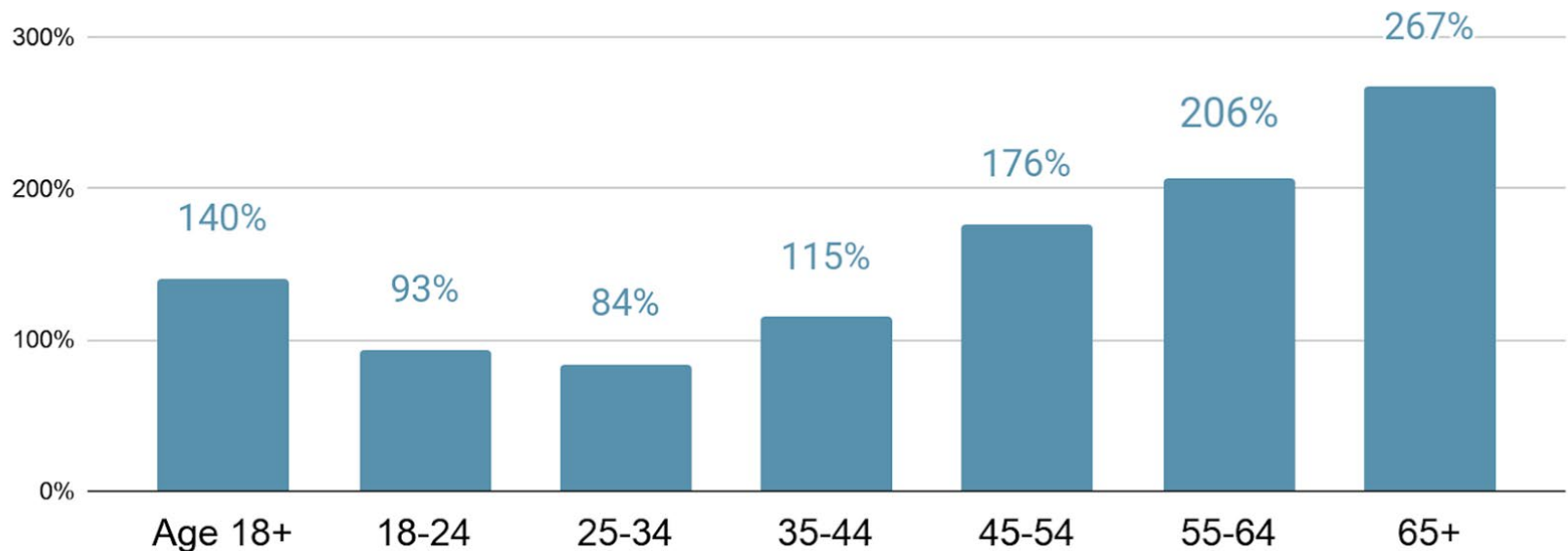
Total Day | Persons 2+



- 5.1% Other Streaming
- 9.2% YouTube Main
- 8.5% NETFLIX
- 3.6% hulu SVOD
- 3.4% prime video
- 2.0% Disney+
- 1.4% max
- 1.4% tubi
- 1.1% peacock
- 1.1% Roku Channel
- 1.0% Paramount+
- 0.9% pluto

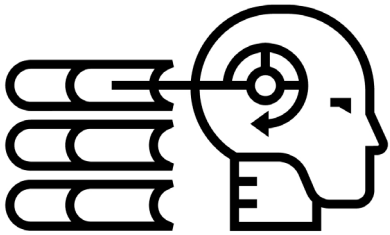
Media Habits Are Changing – Across All Ages

Growth in Weekly Reach on OTT by Age
(Change 2016 to 2020)

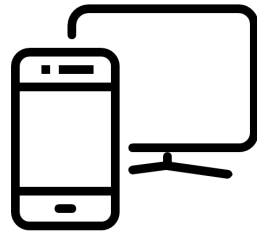


OTT – Over-the-top advertising

New Technology



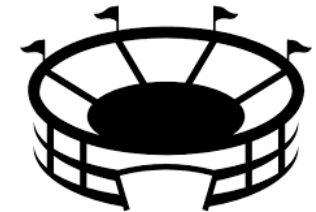
AI/Machine Learning



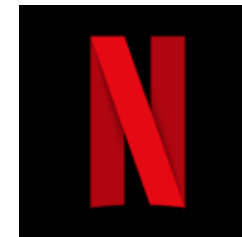
Integrated Media



Automated Content Recognition



Out-of-Home Innovations



What Data Can Machine Learning Gather?

Google's Machine Learning Test can find audiences and tell us:

- Demographic composition
- Personas
- Watch history
- Shopping history
- Devices used
- Next steps to reach the audience
- Specific markets to target



Machine Learning Test Results

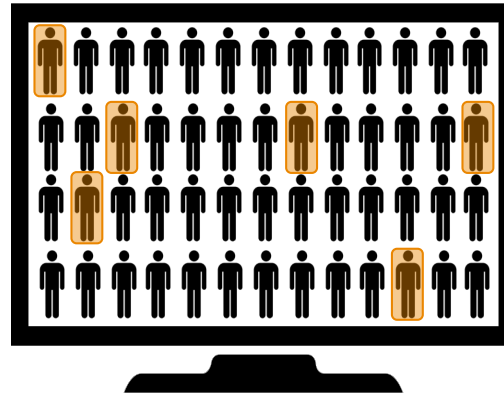
- Promotes higher conversion volume.
- Keeps a high level of reach despite the more granular targeting.
- Keeps cost per conversion as low as possible.



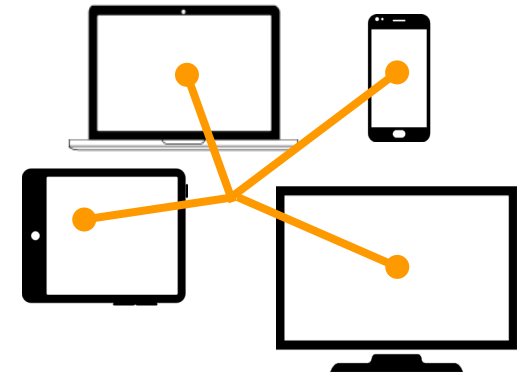
Integrated Approach: TV + Digital + Radio + Streaming



Integrated Media
Buying



Media Consumption
Modeling



Automated Content
Recognition (ACR)

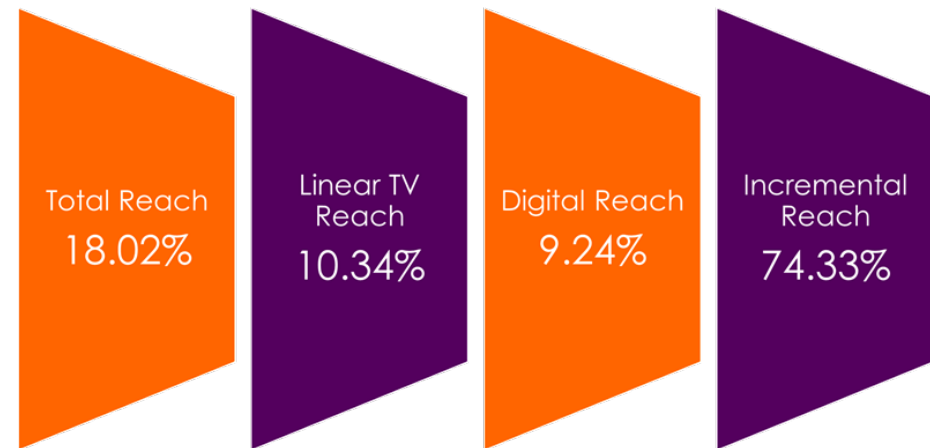
Maximizing Reach With ACR Targeting

The Challenge:

- Maximizing reach across low-TV or low-digital audiences.

Our Solution:

- Use ACR targeting with digital partners to increase incremental reach.
- Increases frequency across media types (TV and digital).



REACH SUMMARY – Adults 35+

Maximizing Our Plans When TV Is Expensive

The Challenge:

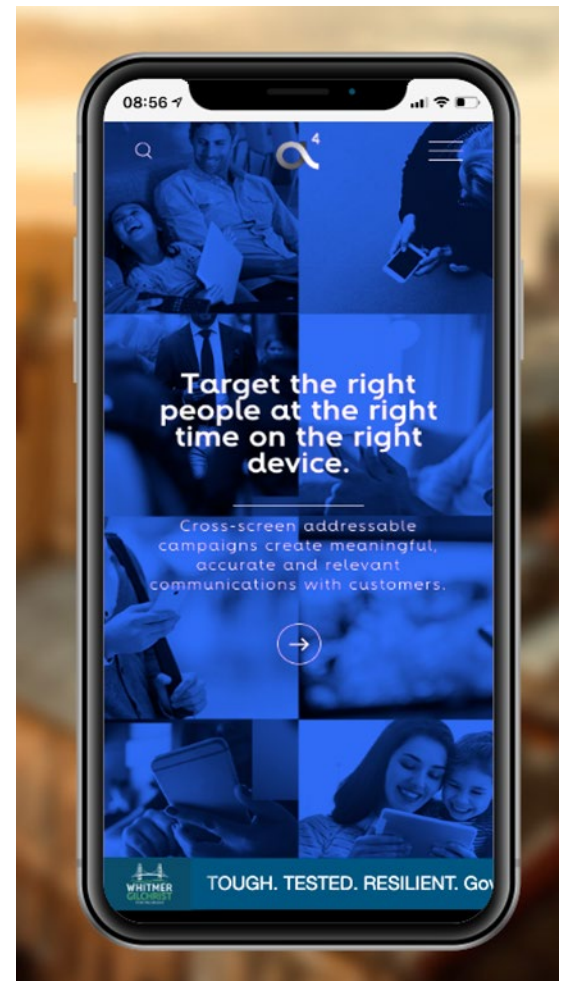
- Expensive TV inventory – especially during high-profile local sports games.

Our Solution:

- Leverage more cost-efficient digital tactics during big moments.
 - Digital geofencing around high-traffic events.
 - Maximize frequency and support TV campaign.

For Example:

- Geotargeting a college stadium during a football game.





Reaching Your Audience

Reaching Your Audience

Everything starts with the target audience:

- Who do you need to reach? Why are they most important?
- What do you know about the audience?
 - Remember: people are not just a demographic.
 - Using data to think about targeting.

Four Pillars:

- Defining your audience(s) and goal(s).
- Research and insights for strategy and messaging.
- Tactical capabilities for targeting.
- Measuring effectiveness.

Tactical Capabilities for Targeting

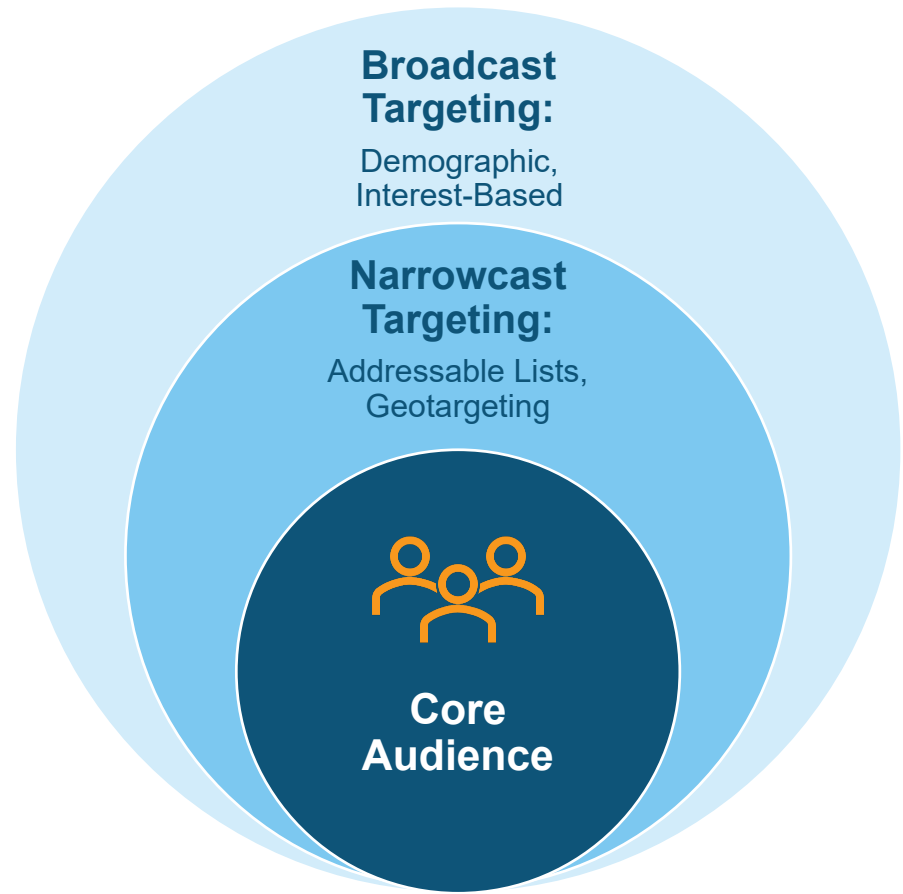
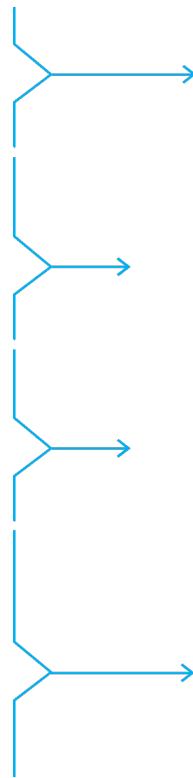
- **Contextual targeting**
 - Where the audience congregates.
 - What content/topics are they viewing.
 - What keywords are important.
- **Geo-targeting** – Down to city; zip code; city block/building.
- **Behavioral targeting** – Based on a user's profiles and patterns.
- **Well-timed media** – Being active during the most relevant times.
- **Addressable media** – Using audience data to specifically target the individual.

From Data to an Integrated Media Program

Media planning and strategy begins with research on our target audiences.

Sample Audience Data

Group	Subgroup	Top Targets
Age	18-34	38%
	35-49	26%
	50-64	22%
	65+	14%
Race	Af. Am.	34%
	Hispanic	10%
	Asian	1%
	White	55%
Gender	Male	43%
	Female	57%



The Media Day

pandora® RADIO

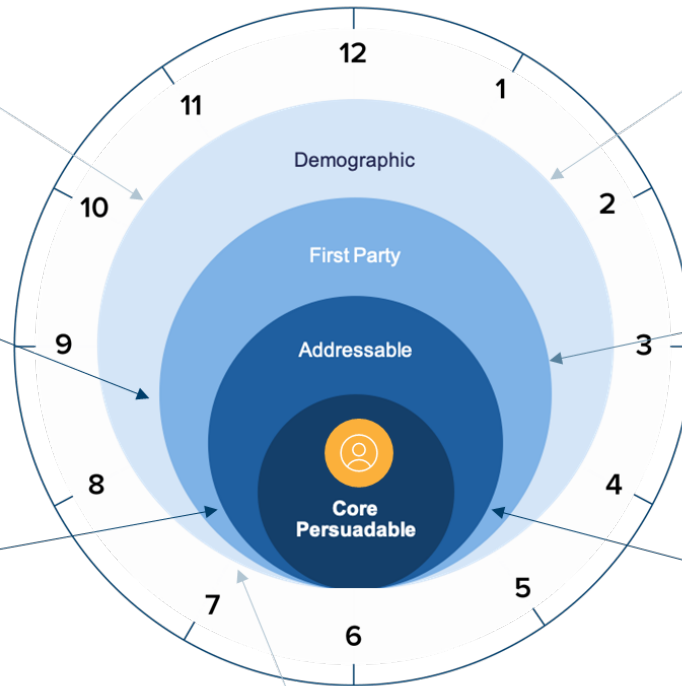
Listens to the radio on commute to work



Checks Instagram after waking up

TV hulu

Watches "Abbott Elementary" on ABC or Connected TV



YouTube

Watches YouTube video sent by a co-worker or friend

BLAVITY

Skims news articles, watches video clip preceded by pre-roll



Logs onto social media after work

ESPN

Checks fantasy sports leagues while watching the game at home



Multicultural Targeting

Multicultural Relevant Creative/Outreach

It's about the audience.

- Multicultural outreach executed creates a “halo effect” across multiple audience segments by appealing to universal themes of connection (family, friends, community).
- 64% of consumers have been noted to take action after seeing an ad they considered to be diverse or inclusive (Google and the Femail Quotient, 2019).
- Multicultural outreach: surround-sound media partnerships have been key for reaching multicultural audiences.
 - Partners like MY Code help build trust, loyalty, and increase Key Performance Indicators (KPIs).

Multicultural Targeting

- Reach multicultural audiences with messages tailored to them and their lived experiences and in places where they tend to consume content more.
 - Black and Hispanic/Latino/a audiences use social media at a higher rate than their White counterparts.
 - Black and Hispanic/Latino/a audiences are more likely to have smartphones but have lower rates of access to home broadband (vs. White counterparts).
- **Remember:** Black and Hispanic/Latino/a audiences also consume general market content. The general market message cannot be exclusive of, or contrary to, messages for multicultural audiences.

Leveraging Media Partnerships

Potential Open Enrollment Campaign

- Leverage general market placements to strengthen audience penetration.
- Prioritize tactics relevant across all audience segments while considering those specific to Black and Hispanic/Latino/a communities.
- Intentional, surround-sound strategy.



Social Media Advertising

Social Media Channels and Platforms

- Meta – Facebook and Instagram
- X (formerly Twitter)
- LinkedIn
- Snapchat
- Next Door
- Tik Tok (if allowed)
- Reddit
- Quora Digest
- Pinterest
- Twitch

Creative in the Social Media Ad Environment

- Social creative is different from other types of ads.
- Tailoring ads to the Newsfeed.

What does this mean for us?

- Multiple aspect ratios (vertical or square).
- Multiple types of creative assets.
- Simpler and shorter ads.
- Front-load the message.

Paid Media Q&A



Federal Update



Consumer Surveys to Understand Disenrollments

Motivation for Consumer Surveys

- Better understand coverage transitions:
 - Did the enrollee transition to employer-sponsored coverage, some other source of coverage, or become uninsured?
 - Why did the enrollee exit Medicaid if they were still eligible?
 - If they were eligible for a qualified health plan (QHP) but didn't enroll, why?
- Learn what messages and messaging strategies resonated with consumers.
- Assess what shopping, assistance, and customer service tools were used.
- Educate people on available tools, resources, or coverage options.
- Serve as a final nudge for consumers to take action.
- Inform future research.

Survey Mode

- Short surveys that are distributed by email or text message.
- Work with a web survey vendor that offers a user-friendly interface and, if possible, one with whom you have an existing subscription or contract.
- Email Surveys
 - Consumers are sent a generic survey: The same survey link goes to everyone on the distribution list.
 - Consumers are sent a unique survey link: A different survey link is distributed individually to everyone on the distribution list.
- Text or SMS surveys
 - “Two-way” survey, where respondents text their replies to each question (best suited for a one-question survey).
 - Text a link to the survey, which can be opened in a mobile browser.

Pilot: One Question Text Survey

We texted a one question survey to members who didn't return their renewal:

NY State of Health sent you a renewal notice encouraging you to take action to keep your health insurance coverage (Medicaid, Essential Plan or Child Health Plus), but according to our records, you have not renewed. Please select below why you didn't renew:

- a. Coverage was too expensive*
- b. I have other coverage*
- c. The process was too hard*
- d. I haven't yet, but still want help*

13% of those who received a text responded, and 7% of accounts who received it came back and completed their renewal even if they did not respond.

Looking Forward

NY State of Health plans to circulate a longer survey this fall to gain insight into the reasons individuals who are no longer eligible for public programs choose to enroll or not to enroll in QHP coverage.

- Qualtrics Survey sent by email.
- Opportunity to better understand consumer behavior.
- Question topics include what factors contributed to your decision, the role of cost, barriers to enrolling, etc.



Open Q&A



Thank You

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*The slides and a recording of the webinar will be available at
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