

# Overview

- Last meeting: Broad plan
- Today: More details
- Media/message strategies
- Budgets
- Rationale
- Comparables



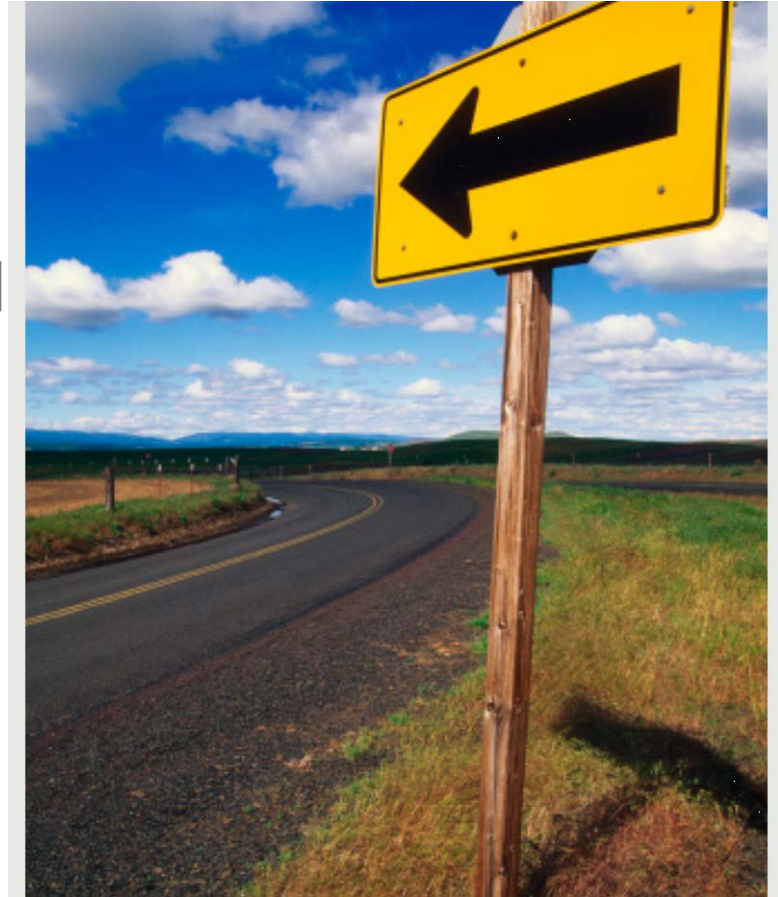
# Research Findings/Challenges

- Extremely low awareness and understanding of exchange
- Competition is increasing
- Imposters adding to confusion
- Brokers are skeptical
- Uninsured need more support
- Campaign must be sustainable over long term
- Market dynamics will change, but no one is sure how
- Aggressive enrollment goals



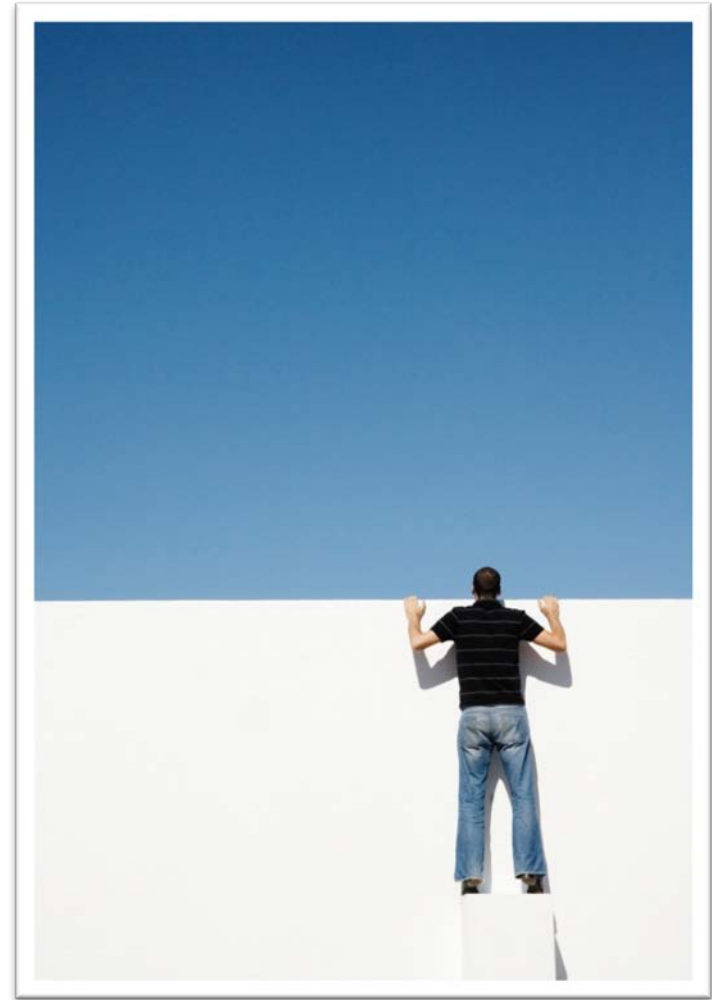
# Guiding Principals for Plan

1. Multi-year roadmap
2. Get the brand right first
3. Attract Uninsured&Insured
4. Create statewide reach
5. Transformational tactics
6. Test and adjust
7. Highlight competitive Marketplace approach



# Marketing Plan Goals

- Year One
  1. Launch
  2. Enroll
  3. Engage
- Year Two
  1. Re-evaluate
  2. Retain
  3. Re-launch



# Goal 1: Generate mass awareness

- **Objectives:** Educate and inform every qualified subscriber in Colorado about who we are and what we can do for them
- **Strategy:** Statewide mass media campaign; Create partnership plan
- **Message:** When insurance plans compete, the biggest winner is you
- **Targets:** General Audience, Spanish-Language, Small Businesses, Biz/ Corporate and Community Partners
- **Media Strategy:** Build broad, statewide reach and impact
- **Media Tactics:** TV, Radio, OOH, Print, Collateral, Website, Spanish, Partnership programs, Biz pubs, SEM
- **Timing:** July-Sept 2013



# Goal 2: Enroll

- **Objective:** Inform and enroll prospective customers
- **Strategy:** Statewide mass media campaign
- **Targets:** General Audience, Spanish-Language, Small Businesses
- **Media Strategy:** Create maximum awareness and Direct Response
- **Media Tactics:** TV, Radio, OOH, Print, Collateral, Website, Spanish, Biz Pubs, SEM
- **Timing:** October 2013-March 2014



# Year 2/Goal 1: Re-evaluate

- **Objective:** Assess and adjust success of awareness, enrollment campaigns
- **Strategies:** Post campaign awareness study, community partner survey
- **Targets:** Mass media target audiences, community partners, initial enrollees
- **Timing:** April-Sept. 2014



# Year 2/Goal 2: Retain initial enrollees

- **Objective:** Retain, re-enroll existing customers
- **Strategies:** Develop current customer retention program, social media dialogue
- **Targets:** Current customers
- **Media Strategy:** Refocus plan to maintenance levels
- **Media:** Customer satisfaction survey; e-mail newsletter, social media pages, Denver-only Cable
- **Timing:** April-Dec. 2014





# Year 2/Goal 3: Re-launch to second wave of buyers

- **Objective:** Sign up second wave of enrollees
- **Strategies:** New mass media campaign geared to shoppers who didn't buy in first round
- **Targets:** General audience, underperforming targets
- **Media Strategy:** Start shifting from awareness to direct response
- **Media:** Cable TV, Spot radio, business newspapers, OOH, SEM, Online, Social
- **Timing:** October-Dec. 2014



# Budgets

- **Year 1 Brand Launch/Engagement Campaign**
  - Timing: July-Sept 2013
  - Production: \$205,554.70 (Creative campaign materials including Broadcast, Website, Sponsorships, Trade Show materials)
  - Media: \$1,956,624 (Cable TV, Radio, OOH, Spanish Broadcast and Print, Biz Pubs, SEM)
- **Year 1 Enrollment Campaign**
  - Timing: October 2013-March 2014
  - Production: \$663,335 (“We’re open” TV, OOH, Radio, Print, Online, Grand Opening materials)
  - Media: 4,813,868 (TV, Cable, Online, Social, Spanish Broadcast and Print, Biz Pubs, SEM)



# Budgets

- **Year 2 Re-evaluation/Retention Campaign**
  - Production: \$508,585 (New TV, Radio, Website Updates, Partner/Enrollee Surveys, Awareness Study, Social Media Extensions)
  - Media: \$998,944 (Denver-Only Cable TV, SEM)
- **Year 2 Enrollment Campaign**
  - Production: \$539,140 (New TV, OOH, Radio, Print, Online, update Photography, Social Media, Website)
  - Media: \$1,903,266.44 (Denver-only Cable TV, Spot Radio, OOH, SEM, Online, Social)



# Budget Rationale

- Challenge: In Year 1 we must run campaigns to educate and enroll tens of thousands
- Recent research revealed very low awareness of, understanding for exchange among Coloradans
- New product launches take aggressive, sustained 2-3 year marketing effort
- Carriers increasing ad spending and holding rates to insulate against exchange marketing
- Comparable annual marketing spending for statewide campaigns:
  - Proposed Connect for Health Colorado 1<sup>st</sup> year budget: \$5.5 million
  - One of Colorado's top insurance brands: \$4.5-\$5 million
  - Colorado Lottery: \$14 million
  - Oregon Exchange: \$20 million



# Other Tactics

- Coordination with partner organizations, Assistance Network, broker network
- Speakers Bureau
- Earned media campaign
- Community-based education
- Young adult-specific campaign with social media
- Sponsorships
- Street teams



# Direct Consumer Engagement

- **Street teams**

- Trained teams of individuals who would be deployed to strategic events and locations to reach target audiences
- Ability to reach hundreds of thousands of Coloradans across the state with brochures, materials, using technology to capture individual data and follow up
- Tactic is effective because of complex topic, ability to reach specific audiences across state, engage conversation and dispel misinformation
- Full-time team to reach at least 1,000 consumers a day: \$35,000 a month



# Sponsorships/Partnerships

- Strategic sponsorships with Colorado-specific venues and brands to strengthen awareness and expand public platform across the state
- Popular Colorado sporting events
- Sports arenas
- Festivals
- Small Business venues/publications
- Estimated budget: up to \$100,000



# Marketing & Communications – Grant Budget

---

<u>Grant Category</u>	<u>2013</u>	<u>2014</u>	<u>Base Grant by Category</u>	<u>Additional</u>
Marketing & Communications	\$8,161,502	\$3,949,936	\$12,111,438	\$2,479,135

---

