

Open Enrollment Advertising Proposal

For Plan Year 2022





Open Enrollment Advertising Spend Proposal

[ConnectforHealthCO.com](https://connectforhealthco.com)





Open Enrollment 9 Main Messaging

Financial Help, emphasizing ARP additional savings

We're Here to Help

Deadlines (Dec. 15 and Jan. 15)

Value of Health Insurance

Open Enrollment Advertising Spend Proposal

Ad Buy Recommendation:

- Spend \$1,000,000 on an English media buy with Emico
- Spend \$350,000 on a Spanish/bilingual media buy with Kernel
- This spend includes approximately \$175,000 of state funding from the Health Insurance Affordability Enterprise, which is split up with Emico and Kernel

Planned English Media Buy

FY21-FY22 CFHC OEP Media Plan_Projected Spend		
Total Budget \$1,000,000		
Budget Allocation		
Media	% of Budget	\$
Ad Serving/Production	0.6%	\$ 5,733.19
Digital Radio	1.5%	\$ 14,750.00
Keyword Search Retargeting	4.8%	\$ 48,150.00
Paid Search	10.0%	\$ 100,000.00
Preroll/CTV	24.2%	\$ 242,293.23
Display/Mobile	22.9%	\$ 228,512.00
Video Retargeting	2.6%	\$ 26,300.00
Display Retargeting	4.3%	\$ 43,500.00
Print	2.9%	\$ 28,622.66
Radio	0.4%	\$ 4,204.84
Social	18.4%	\$ 183,860.00
Agency Fee	7.4%	\$ 74,074.07
TOTAL BUDGET	100.0%	\$ 1,000,000.00

FY21-FY22 CFHC OEP Media Plan_Projected Spend		
Budget Allocation		
Target Audience	% of Budget	\$
Rural Adults	1.6%	\$ 16,280.00
African Americans	2.4%	\$ 23,980.00
E-BOMB's	5.6%	\$ 56,337.00
Statewide	42.8%	\$ 428,162.77
Target Group 1	18.0%	\$ 179,675.00
Target Group 2	11.6%	\$ 115,625.33
Target Group 3	7.2%	\$ 71,557.63
Target Group 4	2.9%	\$ 28,575.00
Agency Fee	7.4%	\$ 74,074.07
Misc	0.6%	\$ 5,733.19
TOTAL BUDGET	100.0%	\$ 1,000,000.00

Planned Spanish/Bilingual Media Buy

Draft Budget OE 2021-22

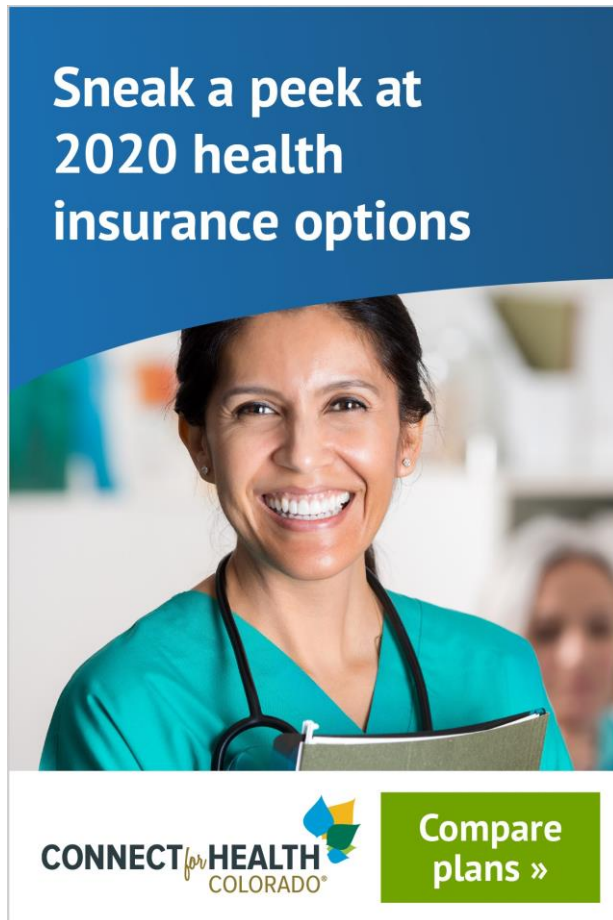
MASTER BUDGET - 350,000

Digital	200,000
Radio	102,250
Print	14,000
Media Svcs Fee	31,500
Talent Fees	2,250
	350,000

BUDGET DETAIL

Digital	Pulpo	Statewide	200,000
Radio	Entravision	Metro	38,000
	MAX Media	Metro	16,000
	KBNO/KAVA	Metro	15,000
	KWUF (4 stations)	Alamosa	4,125
		San Luis	4,125
	KNRV	Metro	5,500
	Invasora	Metro	5,500
	KSUT	Ignacio	6,000
	KGRE	Weld	4,000
	La Jota	Weld	3,000
	KUHS	Metro	3,000
			104,250
Print	El Semanario	Metro	6,000
	Enterate Latino	Grand J	6,000
			12,000
Talent Fees			2,250
Media Services Fee			31,500

Last year's ad examples



Sneak a peek at
2020 health
insurance options

CONNECT *for* HEALTH
COLORADO®

Compare
plans »

ConnectforHealthCO.com



Save money
when you talk to
a plan expert

Shop by Dec 15

CONNECT *for* HEALTH
COLORADO®

Talk with us »

Facebook Ad - Version A

Primary Text A (125 characters):

Ya están disponibles los ahorros adicionales para la salud. ¡Tres de cada cuatro clientes ahora pueden encontrar un plan por \$25/mes o menos! *Infórmate aquí: (720) 325-2234 (optional)*



Headline (all ads) (40 characters):

Ahorra al adquirir tu seguro médico

Link Description (30 characters)

Ve cuánto puedes ahorrar

Summer English Advertising Results

- Overall the campaign achieved 8,307,569 impressions and 39,982 clicks to the site (not including the TV/Streaming results).

Media	CTR	Benchmark	Benchmark Variance
Display	0.30%	0.07%	0.23%
Search Retargeting	0.47%	0.07%	0.40%
Paid Search	9.90%	6.00%	3.90%
Pre-Roll/CTV	0.73%	0.29%	0.44%
YouTube	0.14%	0.45%	-0.31%
Social Display	0.49%	0.56%	-0.07%
Social Video	0.67%	0.56%	0.11%

Summer Bilingual Media Buy

Media Strategy

Goal of the Summer 2021 media strategy:

- ▶ Maintain current customers and attract new clients by emphasizing potentially larger subsidies and lower barriers to entry.
- ▶ Again, more emphasis was placed on reaching English-speaking Latino/as, and our mix of vendors reflected this targeting.

Project Overview:

- ▶ Target Demographic: English and Spanish speaking Hispanic Adults, 18-64
- ▶ Geography: Statewide
- ▶ Media Tactics: Radio, online/mobile, social media, print
- ▶ Dates: 7/12/21 – 8/15/21 (5 weeks, 2 days)
- ▶ Budget: \$300,000

Summer ad examples – Digital ads in English and Spanish



Now save
49% more
with financial help

Shop health plans
by Aug 15

CONNECT for **HEALTH**
COLORADO®

See your savings »



Health plans
now \$25/mo
or less

3 of 4 customers qualify!

CONNECT for **HEALTH**
COLORADO®

See your savings »



NUEVOS
AHORROS PARA
PLANES DE
SALUD ESTÁN
DISPONIBLES

CONNECT for **HEALTH**
COLORADO®