

# 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
<b>TOTAL BUDGET</b>	<b>100.0%</b>	<b>\$ 1,000,000.00</b>

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
<b>TOTAL BUDGET</b>	<b>100.0%</b>	<b>\$ 1,000,000.00</b>

# Planned Spanish/Bilingual Media Buy

## Draft Budget OE 2021-22

### MASTER BUDGET - 350,000

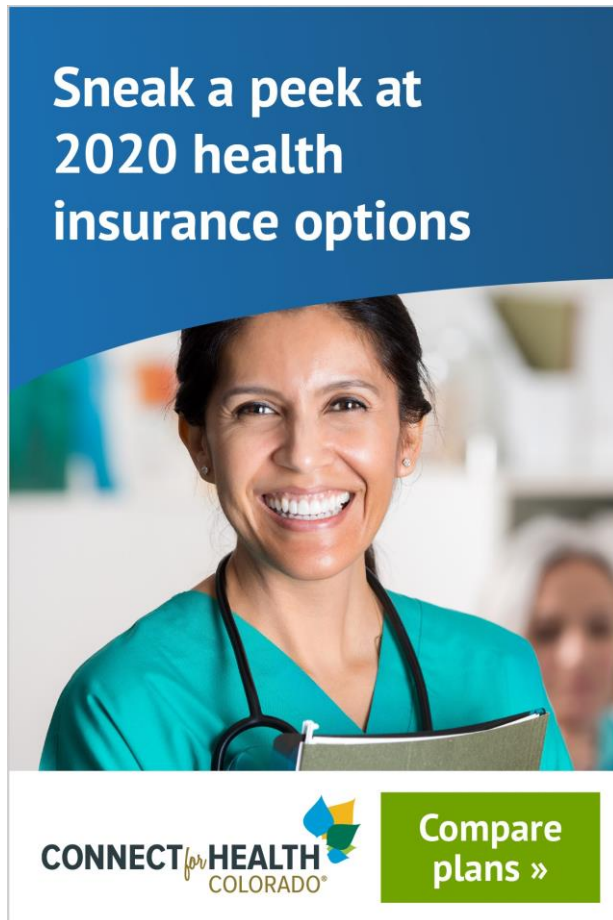
Digital	200,000
Radio	102,250
Print	14,000
Media Svcs Fee	31,500
Talent Fees	2,250
	<b>350,000</b>

### BUDGET DETAIL

Digital	Pulpo	Statewide	<b>200,000</b>
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
			<b>104,250</b>
Print	El Semanario	Metro	6,000
	Enterate Latino	Grand J	6,000
			<b>12,000</b>
Talent Fees			<b>2,250</b>
Media Services Fee			<b>31,500</b>

# 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®