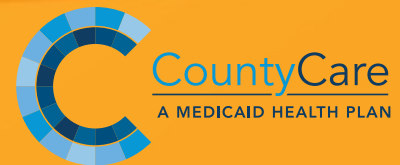


# **COUNTYCARE BRAND EVOLUTION '20-'21 CHOICE CAMPAIGN RESULTS '21-'22 CHOICE CAMPAIGN SUMMARY**

**CCH MANAGED CARE COMMITTEE  
JANUARY 21, 2022**

**CARYN STANCIK, CHIEF COMMUNICATIONS & MARKETING OFFICER**





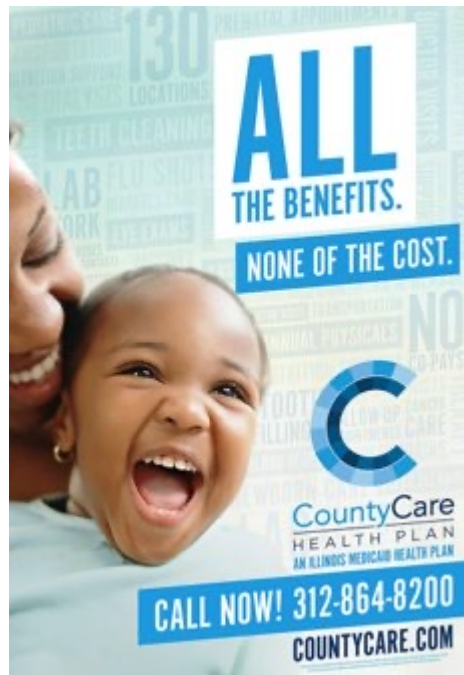
# BRAND EVOLUTION



# BRAND EVOLUTION



2016



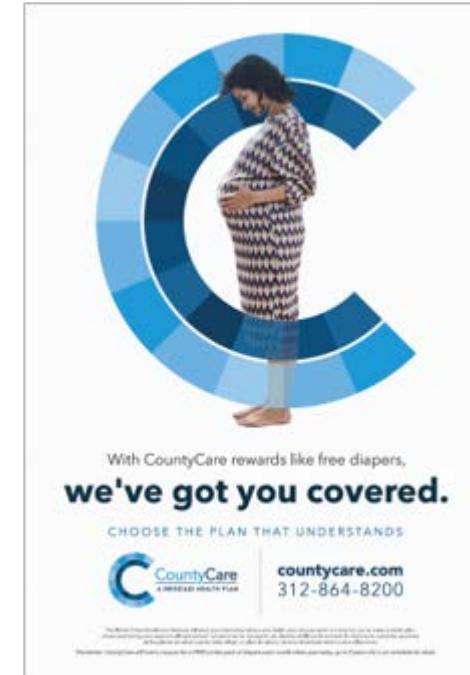
2017



2018



2019



2020



# '20-'21 CHOICE CAMPAIGN



# 2020-2021 CAMPAIGN: WE'VE GOT YOU COVERED

- Displaying the logo front and center drives brand awareness for the many new members and reinforces brand recall with our New Legacy targets.
- The curved feature provides the subject coverage that is like a shelter or even a hug.
- Signals that the brand is there for members and whatever life throws at them. It is the extra support and relief they need, especially now.
- Highlights the extra benefits and rewards the plan offers in addition to no-cost health coverage.
- Presents a dual message: the literal health care coverage CountyCare provides, along with the reassurance and consistency of health care that people are seeking in a COVID-19 world.





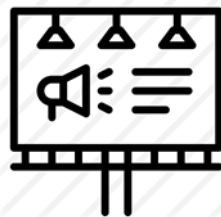
# 2020-2021 CAMPAIGN: WE'VE GOT YOU COVERED

November 2020 through May 2021

## 120.8M TOTAL CAMPAIGN IMPRESSIONS



**56.3M**  
Digital  
Impressions



**59.8M**  
OOH  
Impressions  
*Launched Dec. 1, 2020*



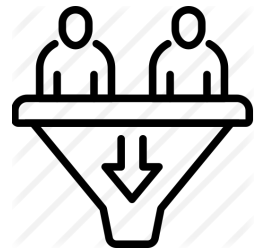
**4.7M**  
Broadcast &  
Streaming  
Impressions



**345.5K**  
Website  
Clicks



**19.9K**  
Calls to  
Call Center



**12.5K**  
Conversions

Time Period: November 1, 2020 – May 31, 2021



# 2021-2022 CHOICE CAMPAIGN



# 2021-2022 CAMPAIGN GOALS & STRATEGY

- **Goal:** Retain current portfolio, with an emphasis on FHP members, and continue expanding brand awareness to appeal to potential new members.
- **Strategy:** Reinforce the CountyCare promise, positioning the brand as approachable and understanding – what a Medicaid plan should be.
- **Messaging Pillars:**
  - Benefits & covered services, less emphasis on rewards.
  - Medicaid+ - CountyCare is the Medicaid expert, so you can focus on your health.
  - Choice – choosing your doctor, specialist, hospital, etc. from a broad network of experts.
- **Audience:** CountyCare historic Medicaid zip codes

Zip Code	Neighborhood	Zip Code	Neighborhood
60623	Little Village	60609	Back of the Yards
60629	Marquette Park	60628	Palmer Park
60632	Brighton Park	60620	Auburn Gresham
60639	Kelvyn Park	60644	South Austin
60804	Cicero	60637	Woodlawn
60617	South Chicago	60608	Addams/Medill Park
60651	West Humboldt Park	60624	Garfield Park
60619	East Chatman	60411	Chicago Heights/ Ford Heights
60636	West Englewood	60621	Englewood
60649	Jackson Park	60641	Belmont Gardens
60647	Palmer Square	60402	Berwyn
60618	Avondale		



# 2021-2022 FOCUS GROUPS: KEY INSIGHTS

- Members were generally positive towards CountyCare, even if they had a difficult time articulating why.
  - They were happy that they've had “no problems” with CountyCare—which generally meant they could keep their provider, there were providers to choose from, and/or they didn't have to pay for services.
- There were four benefits that clearly mattered the most:
  1. No-cost prescriptions
  2. Dental care
  3. Access to a large network of providers and hospitals
  4. Vision care
- “CountyCare Is There” was the winning creative. Participants easily made the leap that the concept meant CountyCare was comprehensive and supportive through every stage of life.
  - *“I kind of thought it was like a clever play on like, you know, from A to Z. So to me, I think it will say from like the beginning to the end we're here for you? That they're there to help you.”*
  - *“Overall, what it says to me is that they do everything, they cover everything. And that's kind of been my experience with CountyCare. So I guess that's why I consider it positive and why it would make me stay with them.”*



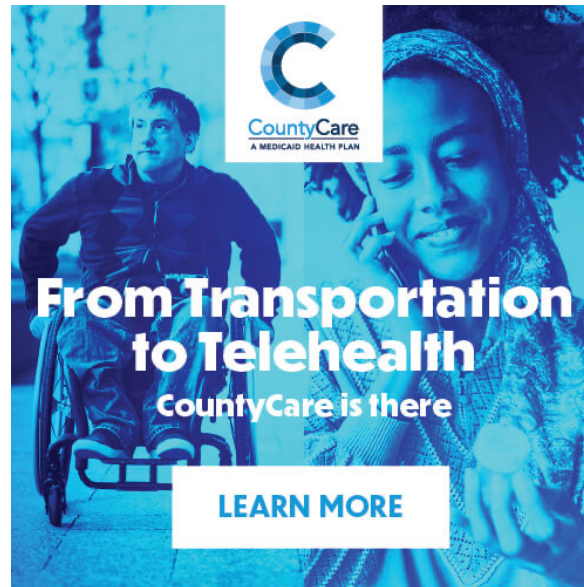
# 2021-2022 CAMPAIGN: COUNTYCARE IS THERE

*“Being the plan that understands means we’re with you and your family every step of the way. With a wide variety of covered services, benefits and rewards, we’re your health and wellness partner in every aspect of your life.”*



**From Pediatricians  
to Physical Therapy**  
CountyCare is there

[LEARN MORE](#)



**From Transportation  
to Telehealth**  
CountyCare is there

[LEARN MORE](#)



**Desde Prenatal  
hasta Posparto**  
CountyCare está contigo

[VER MÁS](#)



**Desde Salud  
Mental hasta  
Servicios Dentales**  
CountyCare está contigo

[VER MÁS](#)



# MEDIA BUY

Platform	Estimated Impressions	Budget
Streaming TV (Canela & Hulu)	8,000,000	\$144K
Broadcast TV	20,800,000	\$330K
Bus Shelters	33,000,000	\$85K
Ogden & Roosevelt billboard	3,744,000	\$41K
Digital billboard network	22,000,000	\$150K
Transit (Pace, CTA Bus & Rail, CTA Platform Posters)	24,450,378	\$172K
Gas Station TV	1,517,000	\$50K
Wild Postings	892,500	\$31K
Pole Banners	TBD	\$30K
<b>TOTAL OUT-OF-HOME</b>	<b>114,403,878</b>	<b>\$1M</b>
Google Campaigns (Search, GDN, Call)		\$60K
Programmatic Display		\$26.5K
Targeted Mobile Journey		\$93K
YouTube		\$55.5K
Organic Social Media (Facebook & Instagram)		n/a
Paid Social Media (Facebook & Instagram)		\$65K
<b>TOTAL DIGITAL</b>		<b>\$300K</b>
<b>TOTAL MEDIA BUY</b>		<b>\$1,300,000</b>



# TIMELINE

OCT. 1<sup>ST</sup> DIGITAL LAUNCH, NOV. 1<sup>ST</sup> OUT OF HOME LAUNCH

Platform	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May
Streaming TV (Canela)								
Streaming TV (Hulu)								
Broadcast TV								
Bus Shelters								
Ogden & Roosevelt billboard								
Digital billboard network								
Transit (Pace, CTA Bus & Rail, CTA Platform Posters)								
Gas Station TV								
Wild Postings								
Pole Banners								
Google Campaigns (Search, GDN, Call)								
Programmatic Display								
Targeted Mobile Journey								
YouTube								
Organic Social Media (Facebook & Instagram)								
Paid Social Media (Facebook & Instagram)								



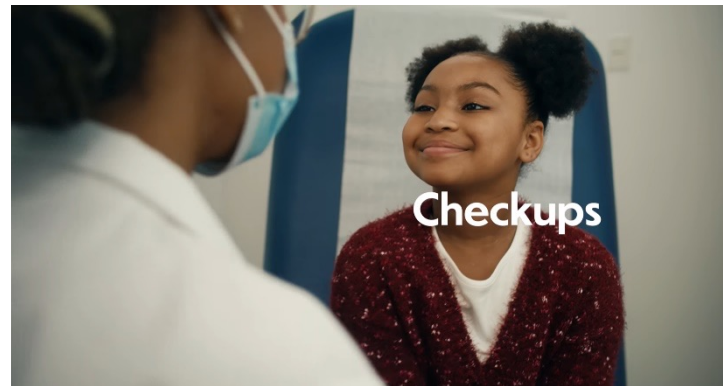
# CAMPAIGN BUILDOUT

300+ DIGITAL ASSETS, 120+ OUT-OF-HOME-ASSETS, 6 TV COMMERCIALS



## Digital

160+ English-language assets  
140+ Spanish-language assets  
for Google, Facebook, Instagram,  
Targeted Mobile



## Commercials

:30s: 3 English, 3 Spanish  
:15s: 4 English, 4 Spanish

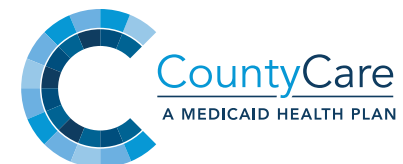
[Spot 1 EN](#)  
[Spot 2 EN](#)  
[Spot 3 EN](#)

[Spot 1 SP](#)  
[Spot 2 SP](#)  
[Spot 3 SP](#)



## Out-of-Home

60+ English-language assets  
60+ Spanish-language assets  
for Billboards, Transit Ads, Bus  
Shelters, Gas Station TVs, Wild  
Postings





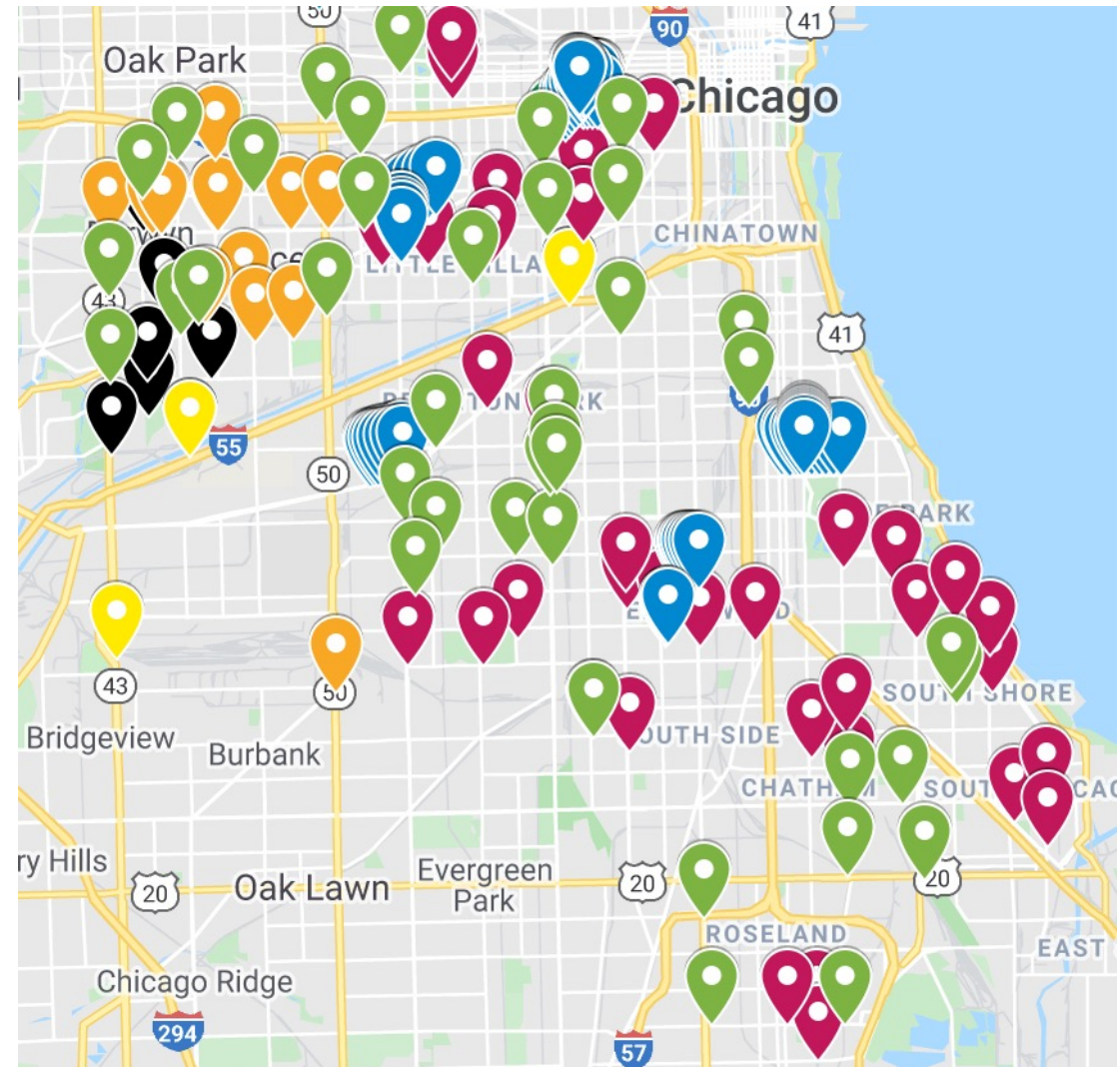
# OUT-OF-HOME LOCATIONS

Every out-of-home advertising location can be found at this Google [interactive map](#).

It includes:

- 📍 Pace Bus Shelters
- 📍 CTA Bus Shelters & Transit Ads
- 📍 Gas Station TVs
- 📍 Digital Billboards
- 📍 Ogden & Roosevelt Billboard
- 📍 Pole Banners

*Based on preliminary analysis of new members acquired between October and December 2021, 73% of these new members residing in Chicago are from the zip codes targeted by this year's choice campaign.*





# 2021-2022 CHOICE CAMPAIGN





# COUNTYCARE IS THERE

2021-2022 Choice Campaign Metrics Summary  
October – December 2021

## CAMPAIGN OVERVIEW



**75.02M**

out-of-home  
impressions



**12.50M**

broadcast & streaming  
impressions



**22.33M**

digital impressions

**109.85M TOTAL CAMPAIGN IMPRESSIONS TO DATE**

*Time Period: October 1<sup>st</sup> – December 31<sup>st</sup>, 2021*

*\*Note: Out-of-home metrics represent impressions for the entire duration of the campaign flight*





# COUNTYCARE IS THERE

2021-2022 Choice Campaign Metrics Summary  
October – December 2021

## Out-of-Home Overview



**2.2M**

**total streaming  
impressions**  
generating 8.4K clicks



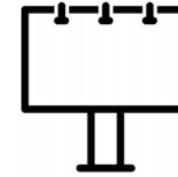
**10.3M**

**broadcast  
impressions**  
with 339 bonus spots  
secured to date



**53.2M**

**transit impressions**  
includes PACE & CTA  
kings, tails, interiors &  
bus shelters



**19.9M**

**total billboard  
impressions**  
Ogden & Roosevelt  
billboard & digital billboard  
placements



**2.0M**

**gas station TV & wild  
posting impressions**



*\*Note: Out-of-home metrics represent impressions for the entire duration of the campaign flight*



# DIGITAL OVERVIEW

## OCTOBER 1 – DECEMBER 31, 2021



22.33M

total digital  
impressions



112.3K

total clicks



8.7K

calls to call center  
with a 67.31% call  
conversion rate



607.8K

total YouTube video  
views



56.7K

total pageviews  
on the website landing  
page



# DIGITAL OVERVIEW (CONTD.)

## PAID FACEBOOK & INSTAGRAM

**6.0M** Impressions  
**12.5K** Clicks

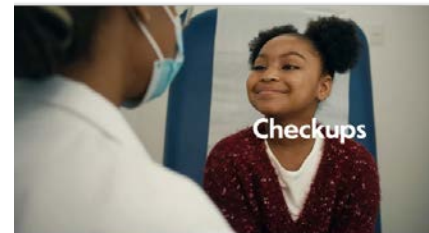
### Top-Performing Ads:



## YOUTUBE

**1.1M** Impressions  
**70.6K** Clicks  
**607.8K** Views

### Top-Performing Ads:



*Checkups to Counseling*



*Síntomas hasta Soluciones*

## TARGETED MOBILE JOURNEY

**1.05M** Impressions  
**70.6K** Clicks  
**6.75%** Click-Through Rate

## GOOGLE SEARCH & DISPLAY

**11.7M** Impressions  
**15.1K** Clicks  
**2.06%** Click-Through Rate

## GOOGLE CALL-ONLY

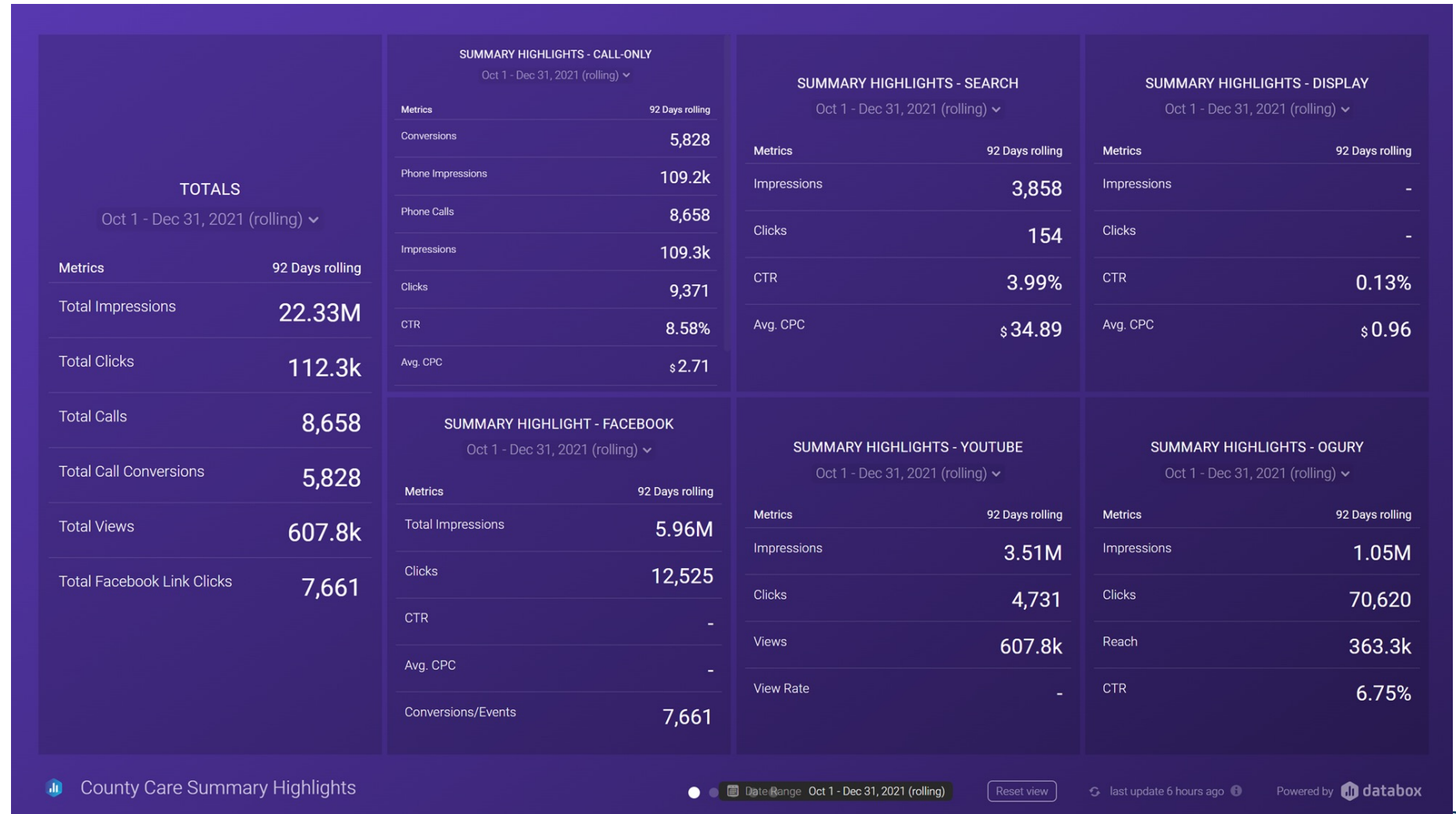
**109.3K** Impressions  
**9.4K** Clicks  
**5.8K** Conversions





# DIGITAL DASHBOARD

A new interactive dashboard with real-time metrics of digital tactics is reviewed frequently and allows us to see near real time metrics for the following paid digital ads: Google (call, display and search), Facebook, YouTube, and Ogury (targeted mobile).





# GLOSSARY



# GLOSSARY OF ADVERTISING TERMS

- **Search Campaigns** – Search ads are shown when individuals are searching online (actively looking) for your product or service.
  - Text-based ads are shown when people are searching on any device.
  - Call-based ads are shown in mobile devices only.
- **Display Campaigns** – Banner ads shown on websites when individuals are surfing online, but not searching for your product or service.
- **Impressions** – the number of times your ad is viewed once by a person.
- **Clicks** – When an individual clicks your ad.
- **CTR** – Click-through rate is calculated by dividing an ad's impressions by the number of clicks your ad receives. Higher the CTR is a good indication that users find the ads helpful and relevant.
- **Phone Impressions** – Phone impressions are the number of times your ad is shown on a mobile device.
- **Phone Calls** – The number of valid calls received as a result of users clicking on the phone number displayed on the ad.
- **Conversions** – The actions defined by the campaign, the display campaign action is click to visit the website; the search call only action is click to call. Calls must be at least 40 seconds to count as a conversion.