



Board Marketing Report

OCTOBER 2024



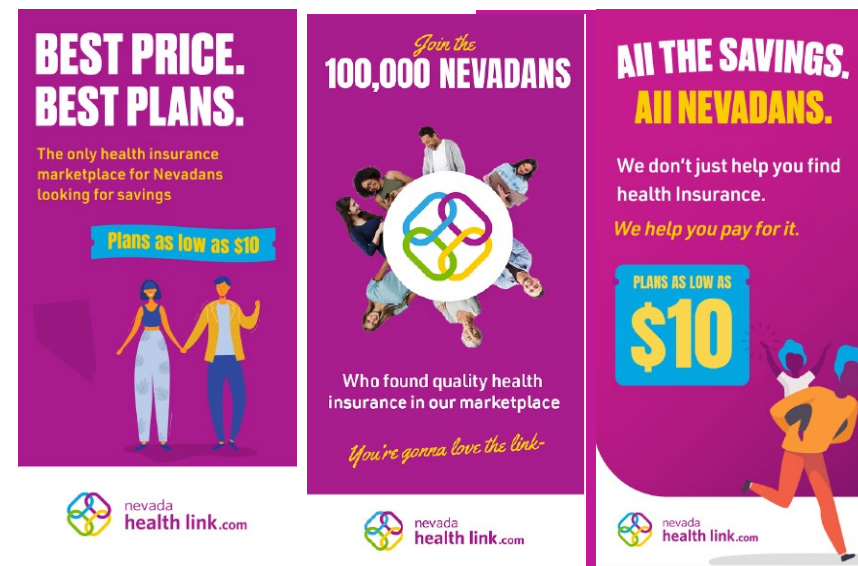
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GENERAL RESEARCH & INSIGHTS

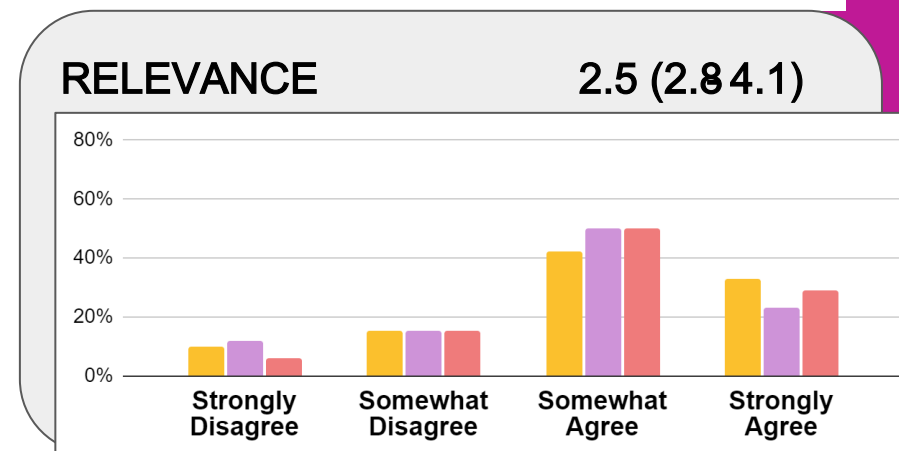
Research Project: 2024 Open Enrollment Message Testing Survey

- **Goal:** Evaluate effectiveness of Open Enrollment Concepts including, relevance, impact on intent, surprises, and potential issues or points of confusion. Test nine creative messages using MaxDIFF analysis.
- **What we did:**
 - Surveyed 624 Nevadans including large segments of uninsured and self-insured individuals
- **What we found:**
 - Messaging concepts that highlighted low plan premiums, were viewed as most the relevant and motivating.
 - Messaging concepts that combined focus on low prices while also highlighting quality plans were particularly relevant for uninsured and self-insured Nevadans who were actively searching for health insurance.
 - Messages that focused on low prices, highlighted access to payment help, or focused on NVHL as the only place for Nevadans to receive financial help for insurance were rated more favorably in MaxDIFF analysis.
- **What we did with this information**
 - Findings helped inform updates to messaging concepts

Tested messages



Example Relevance Scores





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OPEN ENROLLMENT STRATEGY

Open Enrollment Strategy

The Abbi Agency and Nevada Health Link will continue our performance-driven marketing approach from PY24 to ensure we are reaching and enrolling as many Nevadans as possible.

Key marketing strategies for PY25 will include the following:

1. Maintain focus on moving individuals through the journey of: Awareness > Consideration > Conversion
2. Launch two complimentary creative campaigns. The first being focused on evergreen messaging that can run outside of OEP and a second that is enrollment specific messaging for OEP.
3. While looking to increase overall awareness, tactics will be geared most toward reaching uninsured/underinsured Nevadans.
4. Greater emphasis will be placed on sharing dental and vision plan options when possible.



OUR PLANS
are made for
YOUR PLANS

The graphic features a solid blue background. The text 'OUR PLANS' is in large, bold, yellow, sans-serif capital letters. Below it, 'are made for' is written in a white, cursive script font. At the bottom, 'YOUR PLANS' is in large, bold, yellow, sans-serif capital letters. In the bottom right corner, there is a faint, light blue icon of a chain link.

Open Enrollment Messaging

Evergreen/Brand Awareness Messaging

- Utilized during window shopping, during OEP on awareness based channels (TV) and year round to drive awareness
- Purpose: Brand-Forward Messaging That Establishes Familiarity, Trust And Understanding Of Nevada Health Link, Emphasize four unique value propositions of Nevada Health Link

Example:

- Meet Nevada Health Link, Nevada's official health insurance marketplace. Your link to savings, selection, free assistance and name-brand health insurance.

Open Enrollment Messaging

Enrollment/OEP Messaging

- Utilized during OEP and is Enrollment-Focused Messaging That Drives Conversion
- Purpose: Deliver messages that have tested well to drive people to take the final act of converting/enrolling. These messages focus on savings available, costs of plans and the deadline.

Example:

- Best Prices. Best Plans. Join the 9 out of 10 who save on name-brand health insurance at NevadaHealthLink.com Give us minutes; We'll show you savings.

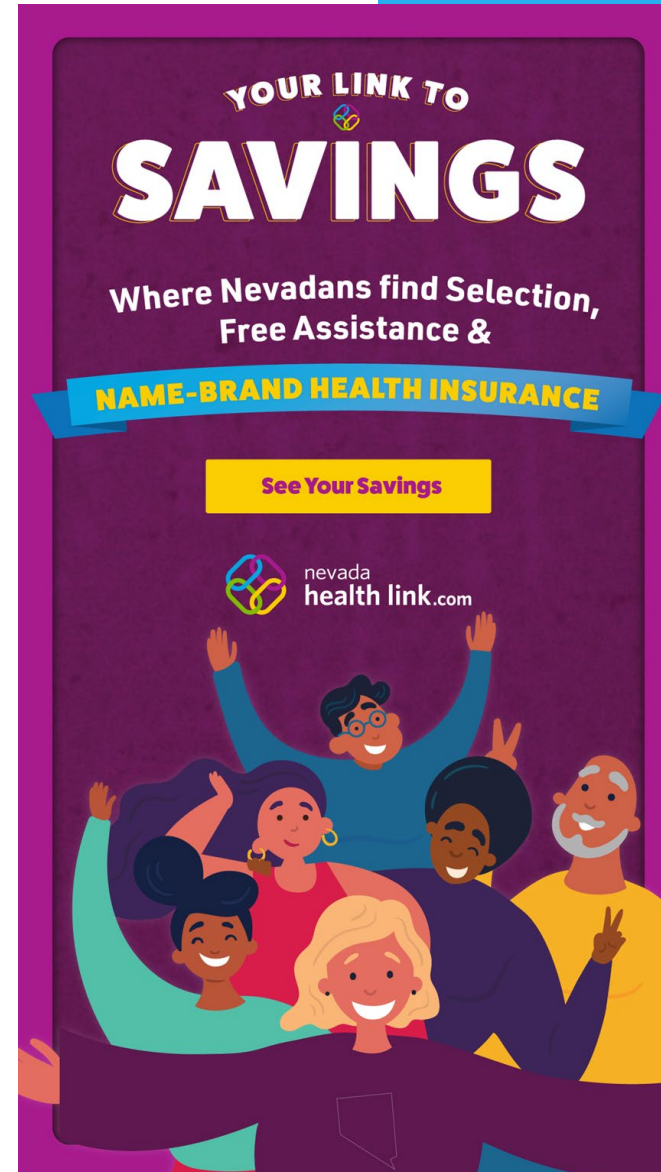


Creative Direction

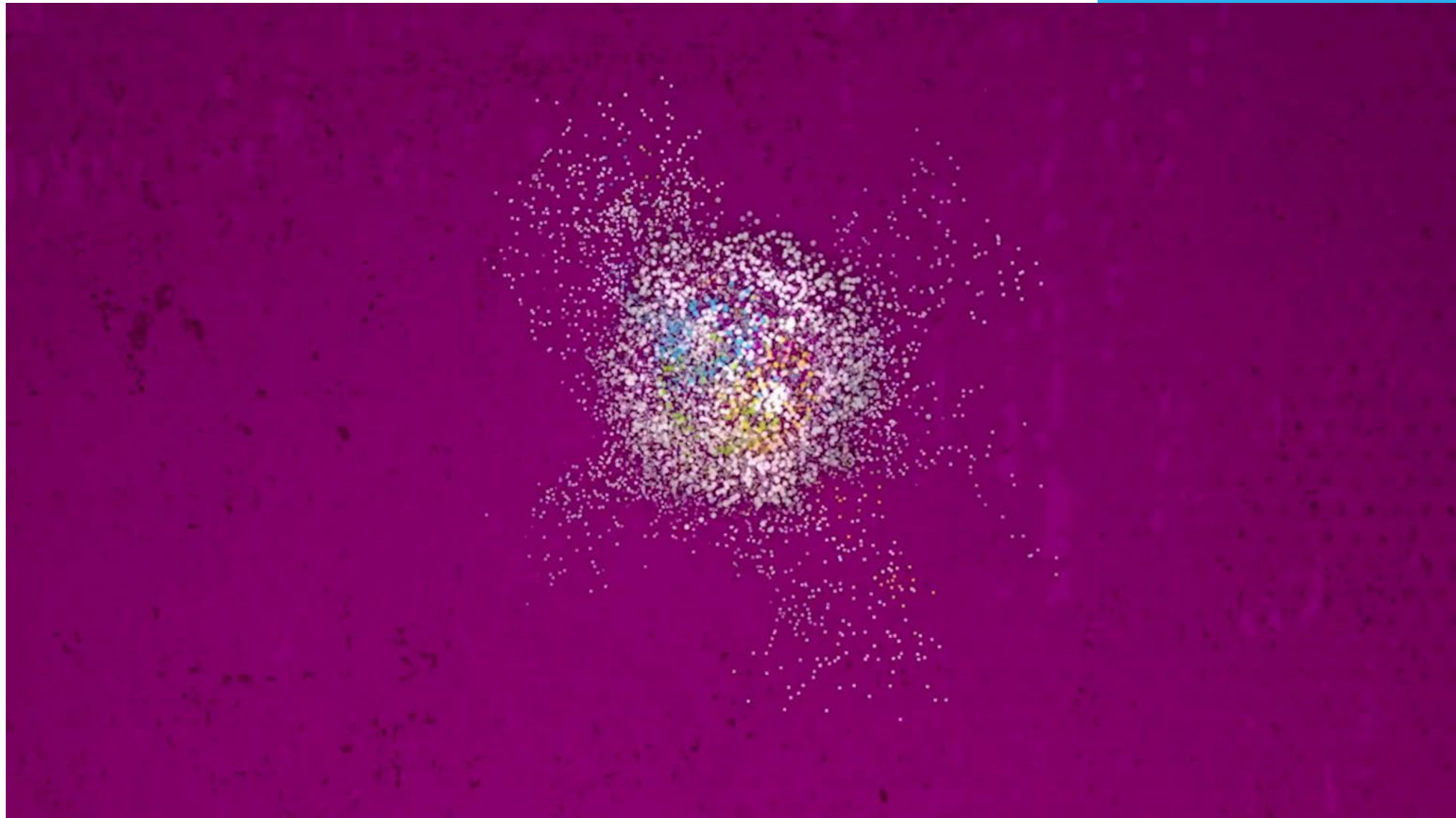
The Abbi Agency has moved forward with an animated approach for Open Enrollment PY25 campaign; a jingle has also been produced to aid in memorability and brand recall. These new visual and audio elements of the campaign will drive engagement and speak to the diverse Nevada Health Link audiences in unique ways.

“Our Plans Are Made For Your Plans” will remain a core theme but ads will be led by messaging that focuses on the brand’s unique value propositions.

Outside of active enrollment, a broader brand -forward campaign approach will elevate brand recognition and trust by making the Nevada Health Link brand a central focus of the messaging and visual approach.



Open
Enrollment
Commercial



Digital Display Ads:



Digital Display Frames

Enrollment Campaign

OOH Billboard



The billboard features a dark purple background with a lighter purple border. At the top, the text "-WHERE NEVADANS-" is written in a yellow, sans-serif font. Below this, the main message "SAVE ON NAME-BRAND HEALTH INSURANCE" is displayed in large, bold, white, sans-serif capital letters. At the bottom center, there is a dark purple rounded rectangle containing the Nevada Health Link logo, which consists of three interlocking loops in green, yellow, and purple. To the right of the logo, the text "nevada health link.com" is written in a white, sans-serif font.

Ads

**BEST PRICES
BEST PLANS**

ENROLL NOW

for Savings, Selection and Free Assistance
on Name-Brand Health Insurance

PREMIUMS AS LOW AS
\$10/month

See Your Savings

nevada health link.com

Nevada's Official Health Insurance Marketplace

This advertisement features a purple background with a group of diverse, happy people at the bottom. A large white arrow points downwards from the headline. A yellow banner with 'ENROLL NOW' is positioned above the sub-headline. A QR code is located to the right of the group of people. The Nevada Health Link logo is in the bottom left, and the state seal is in the bottom right.

**BEST PRICES
BEST PLANS**

Last Chance to Enroll

for Savings on
Name-Brand Health Insurance

Enroll by Jan. 15

nevada health link.com

Nevada's Official Health Insurance Marketplace

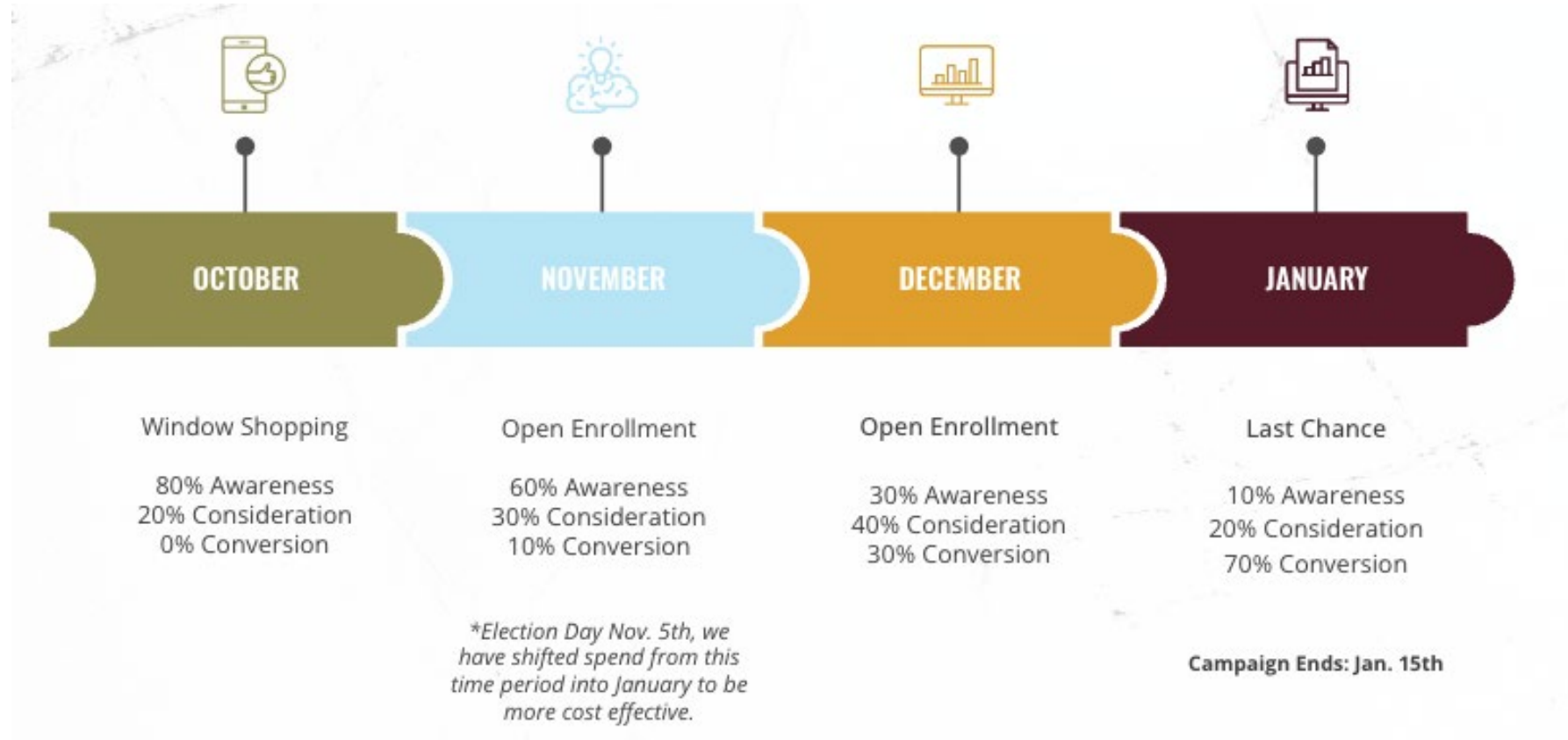
This advertisement features a purple background with a group of diverse, happy people at the bottom. A large white arrow points downwards from the headline. A blue banner with 'Last Chance to Enroll' is positioned above the sub-headline. A yellow banner with 'Enroll by Jan. 15' is positioned below the sub-headline. The Nevada Health Link logo is in the bottom left, and the state seal is in the bottom right.



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MARKETING STRATEGY & TACTICS

Marketing Strategy



Marketing Tactics

October:

- Press Releases, Community Events, Prep Rallies
- Ads: Radio, Search, Display Banners, Paid Social
- Organic Social Media

November & December:

- Press Conference & Press Releases
- Nevada Health Coverage Day (#Hats4HealthCoverage)
- Ads: Radio, Outdoor Billboards, Search, Display Banners, Paid Social, Print Advertising, Broadcast & Connected TV
- Email, Blogs & Organic Social Content

January:

- Press Releases
- Ads: Radio, Outdoor Billboards, Search, Paid Social, Connected TV, Print, Display Ads
- Email, Blogs & Organic Social Content



Public Relations & Community Engagement Strategy

Rural Engagement Event (Oct. 11):

- Co-branded brunch with Family Respite Care of Nevada in Elko.
- Focus: Engage rural residents, businesses, and partners to promote enrollment.

Nevada Health Coverage Day (Nov. 1):

- Branded items (e.g., beanies) and social media toolkit for stakeholders.
- Encourage social media sharing with a curated hashtag to boost awareness.
(#NVHealthCoverageDay, #Hats4HealthCoverage)
- Annual press conference with a community partner, Cleveland Clinic Lou Ruvo Center for Brain Health, to reinforce message about preventative care.
- Incorporate Nevada Health Coverage Day into messaging and press release.



Public Relations & Community Engagement Strategy cont.

Community Engagement & Partnerships:

- Fireside chats, public/government affairs events, roundtables, op-eds, and panel opportunities.
- Partner with local organizations, brokers, and navigators to amplify messaging.

Holiday-Themed Event (Early December):

- Family-friendly event with public presentation on Open Enrollment.
- Nevada Health Link representatives on-site for Q&A and assistance.
- Opportunity to promote enrollment ahead of the holidays.

Multicultural Outreach:

- Creation & Outreach around DACA messaging
- Emphasis on connecting with diverse audiences across the state via elected officials, community leaders, etc.

Window Shopping

Public Relations & Community Outreach

Strategy & Results

So far, we have attended 197 Community events.

Sampling of events include:

- Springs Preserve Black History Month
- Lunar New Year Spring Festival
- Thai New Year Community Resource Fair
- Juneteenth Celebration The Cookout
- COX Back to School Fairs
- Washoe County Sheriff's Office 6th Annual Christmas in July – Back to School Event
- Food Bank of Northern Nevada Mobile Harvests
- Vegas PBS Be My Neighbor Day
- Family Health Festivals
- 2024 Aki Matsuri
- Las Vegas Pride Festival





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CONTENT STRATEGY

Content Strategy

Website Content

- **Open Enrollment Landing Page Updates:** To align with the creative direction and guide individual's to conversion, the OEP landing page will be redesigned with the following flow of information: defining what Open Enrollment is, introducing Nevada Health Link (NVHL), highlighting key coverage benefits, and providing an enrollment checklist.
- **ADA Improvements:** In order to ensure the website is as accessible as possible, a series of efforts were undertaken to improve NevadaHealthLink.com's accessibility score. Going into OEP this year, the site's score is now 87.8 (up from 63.4).



Content Strategy cont.

Website Content

- **Blog Optimization:** To optimize the open enrollment health insurance blog topics the following strategies will be employed: remove duplicates, conduct SEO optimization including incorporating relevant keywords and enhancing meta descriptions, and adding more visuals and infographics.
- **Partner & Guest Content:** The guest or contributor content strategy for blog articles aims to enhance brand visibility and engagement by integrating with PR and social media efforts. This strategy will involve collaborating with navigators, NVHL employees, partner organizations, and other key community stakeholders to contribute articles that reflect diverse viewpoints and personal experiences.

Content Strategy: Social Media

- Our social media strategy for the Open Enrollment Period (OEP) campaign focuses on delivering educational, human-centric, and engaging content to maximize awareness and participation.

Content Themes & Ideas;

- Educational Content: Metric-Driven Content, How-To Guides, Tutorials
- Human-Centric & Relatable Content: Incorporate a Human Touch, Continuity of Navigators, Relatable Humor, Testimonials, Spanish Content
- Engagement & Interactive Content, Countdown to OEP, Stories & Interactive Features, In-Feed Posts, Fan Acquisition Campaign, Post-OEP Content
- Partnerships & External Collaboration: Strategic Linking, Sharing Partner Content, Leverage Elected Officials

MEASUREMENTS OF SUCCESS

- Increase impressions by 25%
- Engagement rate of 5% per impression
- 50% increase in Video Views with stronger video content across all channels
- Total Net Audience Growth of 10% across all channels
- 10% increase of shares



THANK YOU

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