• TV ads running on networks affiliates and cable channels in Portland, Eugene and Bend
• Statewide average of 2,177 ads per week
• Combination of straightforward and info-rich “Yellow” ads and more conceptual “Because” ads
• For general audiences, we run “Yellow” ads 60% of the time and “Because” ads 40% of the time
• For millennial audiences, we reverse the proportions in favor of the “Because” ads
2018 Open enrollment marketing in progress

“Yellow” ad style

Do you qualify for help with health insurance costs?

VO & SUPER: Do you qualify for help with health insurance costs? (key words highlight in bold yellow)
VIDEO: Grey wood texture. Type animates.
MUSIC: Light and uplifting background music throughout

VO: If you’re single, making less than forty-eight thousand dollars...
SUPER: Less than $48,000

VO: or a family of four, making less that ninety-eight thousand dollars...
SUPER: Less than $98,000

Enroll by Dec. 15.
Visit OregonHealthCare.gov

VO: you could qualify for help with premiums.

VO: Visit OregonHealthCare.gov
END FRAME: Oregon seal logo appears. Black bar with type animates in with CTA.
SFX: Subtle swoosh as the arrow and seal come together.
2018 Open enrollment marketing in progress

“Because” ad style

SIGN UP FOR HEALTH INSURANCE BY DEC. 15, OREGON.

BECAUSE HОРNS.

Visit OregonHealthCare.gov

CTA: Visit OregonHealthCare.gov
2018 Open enrollment marketing in progress

- The same ads run online
- On Hulu.com and Pandora.com
- 1,389,976 impressions on Hulu
- 375,886 impressions on Pandora
2018 Open enrollment marketing in progress

- Radio ads in English running in Portland area
- Anchor reads during news/traffic/weather
- Average of 168 ads per week
2018 Open enrollment marketing in progress

- Non-video online ads also running
- Paid search ads are the best-performing so far
- About 440,000 impressions
- About 22,600 clicks
- Delivered 32% of all site traffic and 31% of new users
- $1.69 per click
- Example:

Get Help Enrolling in Coverage - Learn More Today

Ad healthcare.oregon.gov/Enrolling

Help enrolling is free of charge and available in your area.
2018 Open enrollment marketing in progress

- Other online ads also part of paid media campaign
Some of the “woodgrain” ads are the lowest performing
Click through rates of less than one-half of one percent
• We’ll retool by running more of the “Yellow” and “Because” ads
• Best-performing versions have been those sized for cell phones and tablets
• We’ll increase “serving” ads to cell phone and tablet users