

2018 Open enrollment marketing in progress



- 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

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“Yellow” ad style



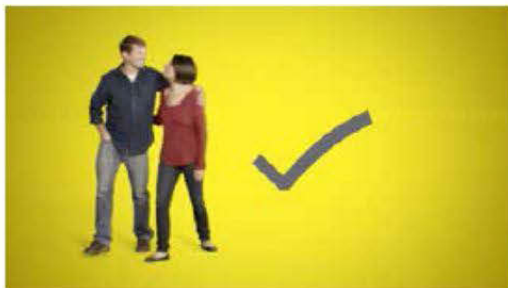
VO & SUPER: **Do you qualify for help with health insurance costs?** (key words highlight in bold yellow)
VIDEO: Grey wood texture. Type animates.
MUSIC: Light and uplifting background music throughout



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



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.

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“Because” ad style



Super: **SIGN UP FOR HEALTH INSURANCE BY DEC. 15, OREGON.**



Super: **BECAUSE HORNS.**



CTA: Visit OregonHealthCare.gov

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- The same ads run online
- On Hulu.com and Pandora.com
- 1,389,976 impressions on Hulu
- 375,886 impressions on Pandora

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

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- 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.

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- Other online ads also part of paid media campaign



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- Some of the “woodgrain” ads are the lowest performing
- Click through rates of less than one-half of one percent



MP_300x250deductible

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- 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