Marketing update

Nov. 23, 2015
• **BGE**: Will include MHC flyer in mailing to 85,000 households as well as e-mail to full list of about 750,000 people

• **CVS**: Will provide MHC collateral in dozens of its pharmacies in targeted areas

• **Colleges**: Campus communications for Salisbury University, St. Mary’s, Historically Black Colleges and Universities (HBCU)

• **Banks**:  
  - **Howard**: Will distribute collateral at various branches  
  - **M&T**: Will distribute up to 1,000 SHOP brochures a week through its small business loans customer service program

*MHBE/GMMB with Hillman Communications, Hannon Group, Ole Advertising*
OUTREACH

● **African American Community Influencers:**
  - “Meet Me Monday” social network event with Micheline Bowman of Fox 5 News was held Nov. 2 in Lanham. Estimated digital reach: 127,000
  - “The Empowered Mocha Patient with Meredith Hurston” blog post and social media promotion scheduled for mid-December
  - African American Community Roundtable of Howard County, promoting through website and member organizations (including NAACP, Jack and Jill of America, sororities/fraternities and others)

● **Hispanic Community Organizations:** EBLO and Centro de Ayuda sending information to community; connecting with HCAM for local partnership

● **Library Enrollment Day, Jan. 9:** Navigators on hand at about 20 libraries throughout the state. Co-promoting with Maryland Association of Public Library Administrators (MAPLA).

● **“Super Health Sunday,” Jan. 24:** Organizing event at numerous churches involving navigators on-site just prior to end of open enrollment
● GMMB created #HealthYeah campaign with appeal to Young Invincibles

● Television ads to begin broadcast Dec. 2, radio on Dec. 9

● They feature a real HCAM navigator, Paris Jordan, and a Silver Spring rock band, Lionize, with two members who’ve received MHC coverage.

● Ads stress free, local, in-person assistance available with trained experts; financial assistance to most marketplace enrollees, and new and improved website
• **Ads concentrated** in 12/2-12/15 and 1/18-1/31 periods to maximize saturation around key deadlines (Digital running full OE period)

• **TV**: Statewide coverage excluding DC market where we will target geographically dense, efficient portions of the market

• **Radio**: Top targeted markets and additional radio to include difficult-to-reach geographies to provide statewide reach with radio

• **Print**: Targeted publications to reach African-American and Hispanic communities. Additional print to reach small business community

• **Digital**: Hyper-targeting uninsured audiences and driving quality traffic to Maryland Health Connection (Pandora Radio, Facebook, Display, Search Engine Marketing)
● Average unique visitors per day to website up 14% from a year ago

● **Email marketing to 300,000+** subscribers who’ve provided their email and/or mobile phone information for MHC updates

● **New health literacy animated video** co-branded with and underwritten by Kaiser Family Foundation posted to website. Two more health literacy videos currently in production by GMMB
• Carolyn Quattrocki interviewed about open enrollment on CBS Radio, Baltimore Sun, MPT-TV, WYPR, WBAL-TV

• Outreach Coordinator Jenny Garrison interviewed on Spanish language radio Ke Pachanga Radio, Radio America 1540 AM (Wheaton)

• Latin Opinion, Baltimore-based Spanish language newspaper that circulates 10,000 bi-weekly published MHC op-ed