



**GMMB
OPTION YEAR 1 NTE**

**MARKETING AND
OUTREACH**

**MHBE Board Meeting
Feb. 22, 2016**

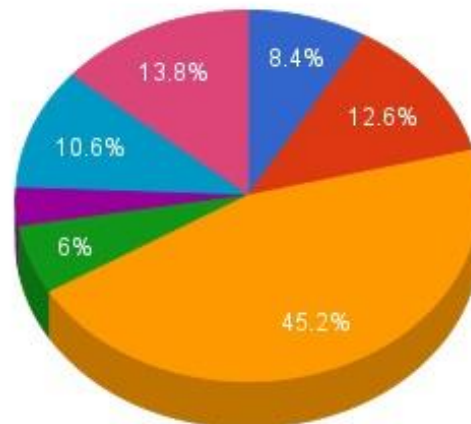
- Contract with GMMB approved in September 2015 by MHBE board was for FY16 and, upon approval, option years for FY17 and for FY18.
- Not-To-Exceed Amt. for FY16: \$2.3 million (including \$1 million designated for media buy)
- Proposed NTE for FY17: \$2.2 million (including \$1 million designated for media buy)



BUDGET OVERVIEW

FY 2016 Marketing and Outreach

- Communications / Marketing Planning
- Advertising Creative Services
- Media Planning and Buying
- Online Marketing and Digital Design
- Social Media
- Outreach and Education
- Collateral Development



For FY17, shift some investment from:

- ↓ Communications and Marketing Planning
- ↓ Collateral Development
- to
- Outreach and Education
- Online Marketing and Digital Design

OBJECTIVES FOR 2017

- Armed with revised data, seek out hardest-to-reach areas across the state with mix of paid and earned media.
- Continue to build on successful, sustainable civic and corporate partnerships and seek new ones to leverage existing community networks.
- Expand faith-based initiative after success of “Super Health Sunday” pilot in January 2016, particularly for help in reaching African-American and Hispanic audiences.
- Seek new activities to connect with 18-34-year-old market similar to the Youth Enrollment “Trivia Night” in January 2016.
- Work on User Experience testing and web design improvements to improve website navigation and reduce call center volume.



QUESTIONS?