

# Communication and Outreach: Campaign Overview

# Campaign Overview

## Target Audience:

- All Delawareans, ages 18-64 with a focus on:
  - Young invincibles and adults (ages 18-44)

## Key Messages:

- General awareness of key enrollment period dates
- Affordability
- Law/Tax penalty
- Free in-person help is available through Navigator organizations and Agents/Brokers
- How to use health insurance



 *Health insurance*  
Sign up by January 31.

*It's time.*  ChooseHealthDE.com

# Traditional Media Tactics

- TV (Cable and Network)
- Radio (English/Spanish)
- Billboards
- Print ads (English/Spanish)
- Laundromat signage (English/Spanish)

# Direct Marketing Media Tactics

- Direct Mail
- Door hangers (English/Spanish)



*You're ready for  
affordable  
health insurance.*

You've reached a point in your life where health insurance isn't just a good thing to have. It's essential. Even better, it's also affordable—perhaps even more affordable than you think. Did you know that 8 out of 10 Delawareans who enrolled in health insurance received help paying for it? Find out what your insurance might cost in just a few easy steps (or learn what your penalty will be should you choose not to be insured).

Enroll between November 1, 2015, and January 31, 2016.

*#InsureNowDE*



DON'T MISS YOUR OPPORTUNITY

**ChooseHealthDE.com**

24/7 helpline: 1.800.318.2596 TTY: 1.855.889.4325

# Digital Media Tactics

- Google and Bing—Search and display ads
- Facebook—Video and newsfeed ads
- NCM Cinema Network
- Millennial Media—Mobile ads
- Pandora Streaming Radio (English/Spanish)

Thank you!