



CMS Medicare
Prevention
Awareness Education
& Outreach Campaign

COVID-19 - FLU - BOOSTER VACCINES

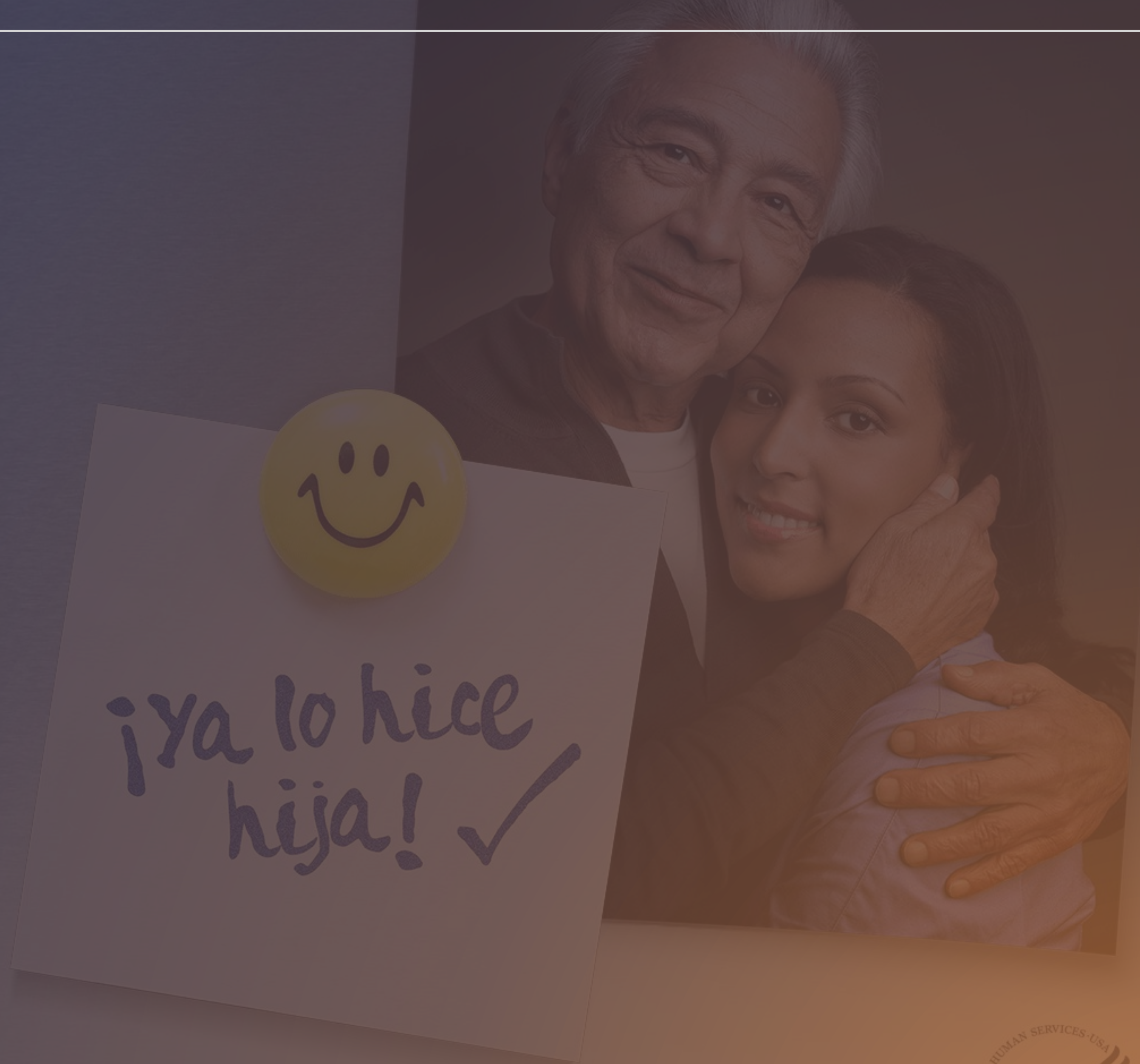


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I. **COVID-19**
VACCINES CAMPAIGN

Integrated Campaign Overview

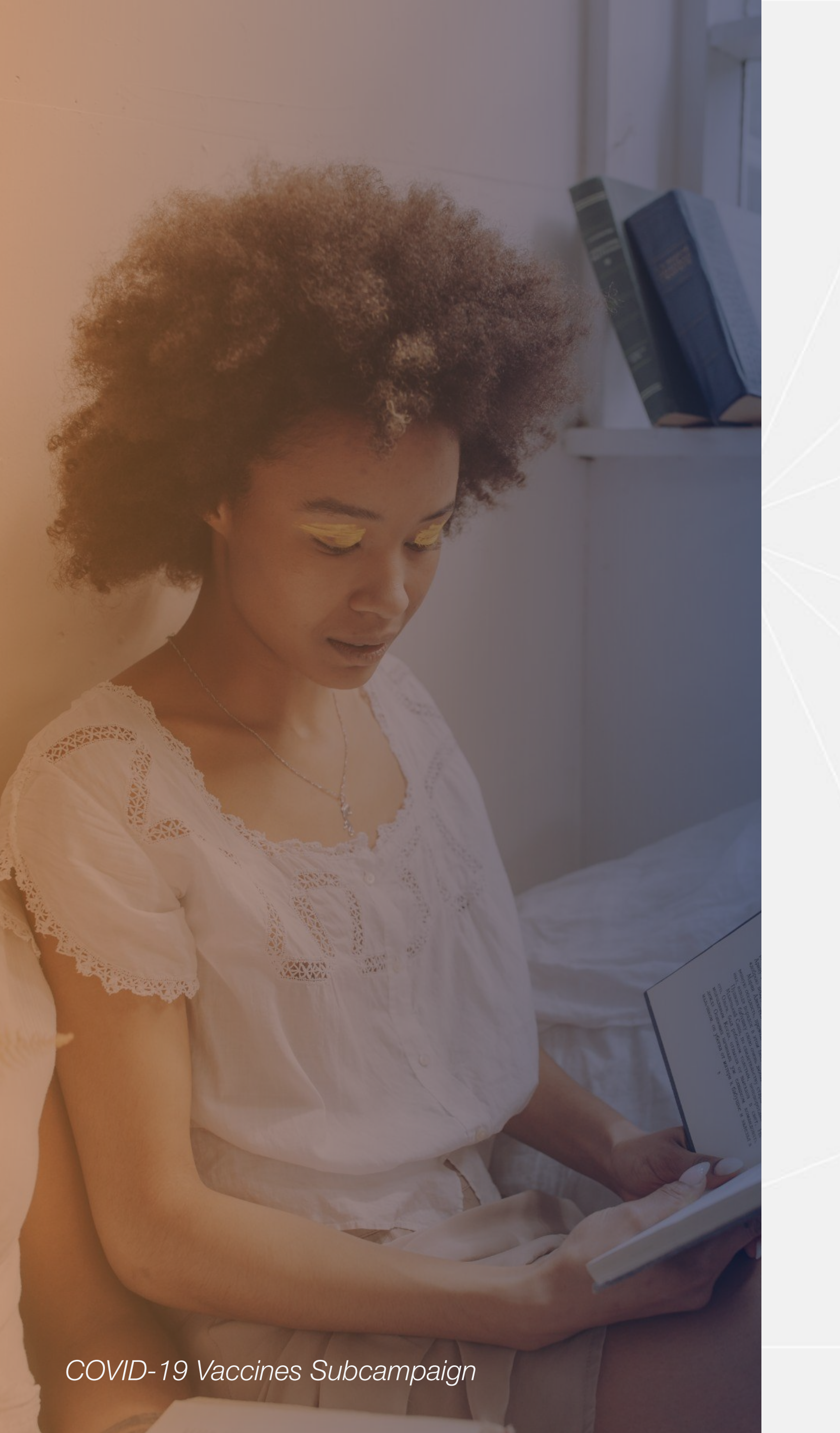
The goal of the Centers for Medicare & Medicaid Services (CMS) Medicare Prevention Awareness Education & Outreach Campaign was to persuade low-income Medicare beneficiaries (adults 65+) to get the COVID-19 vaccine. HCN was responsible for driving awareness among harder to reach, low-income, Hispanic Medicare beneficiaries with the benefits of COVID-19 vaccines, address barriers and concerns, and ultimately motivate beneficiaries to seek more information about how to get vaccinated.

The campaign leveraged a combination of social media, digital video, radio and print to maximize reach among our target audiences and direct them to resources on Medicare.gov to learn more about COVID-19 vaccines. The primary campaign metrics included reach, frequency and site traffic.

Messaging + Creative

In order to create awareness among seniors about the benefits of COVID-19 vaccines, HCN identified the needs of overcoming hesitancy, distrust and misinformation in the marketplace. Leveraging Medicare's trusted brand, HCN developed the "**Ahora Es Tu Turno**," (*"Now It's Your Turn"*) campaign to assure Medicare beneficiaries that millions of others had safely already received their vaccines, and invited them to do so as well.

"**Ahora Es Tu Turno**" used relatable and credible voices that featured Dr. Ligia Peralta, a trusted physician who provided additional reassurance for Hispanic seniors. It also focused on addressing key questions and concerns through messaging emphasizing that COVID-19 vaccines are safe, effective and available at no cost.



Integrated Strategic Approach

HCN's media approach was designed to drive engagement through multiple touchpoints:

- Start leveraging mass-reaching media partners to drive awareness in early May 2022 as a tent pole moment aligning with President Biden's directive to make every adult in the U.S. eligible for vaccination on May 1st.
- Maximize reach and frequency through cross-device and mobile-first platforms, while capitalizing on intent signals to reach audiences throughout their digital exploration and in contextually relevant environments.
- Increase media weight and capture the attention of US Hispanics through digital media, CTV, OTT, social media, mobile and print, while aligning market density to maximize reach and impact

Integrated Paid Media Flow Chart

Audience	Partner	Placement	Targeting	MAY					JUNE				July				Estimated Impressions	Rate	Rate Type	Media Investment
				3	10	17	24	31	7	14	21	28	5	12	19	26				
Lower-income Medicare Beneficiaries	MIQ	Audience Targeting (Display)	National													14,814,815	\$13.50	CPM	\$200,000	
	MIQ	Audience Targeting (Video)	National													6,000,000	\$25.00	CPM	\$150,000	
	Tremor Video	ACR/TV Retargeting (Display)	National													3,703,704	\$27.00	CPM	\$100,000	
	YouTube	Audience Targeting	National													6,250,000	\$24.00	CPM	\$150,000	
	USA Today	Gravity Rotational Takeover	National													6,785,714	\$28.00	CPM	\$190,000	
	USA Today	Gravity Rotational Takeover; Display	11 Markets													4,821,429	\$28.00	CPM	\$135,000	
	Facebook	In-Feed; Video	11 Markets													4,444,444	\$18.00	CPM	\$80,000	
	Facebook	In-Feed; Video	National													13,888,889	\$18.00	CPM	\$250,000	
Hispanic Audience	Adsmovil	Mobile	15 Markets													47,567,609	\$7.78	CPM	\$370,076	
		Mobile	15 Markets													8,997,429	\$7.78	CPM	\$70,000	
	Print	Connected TV	15 Markets													4,179,437	\$35.89	CPM	\$150,000	
		HP4C	14 Markets													9,065,496	\$23.51	CPM	\$213,174	
AA Audience	MIQ	Audience Targeting (Display)	National													8,518,519	\$13.50	CPM	\$115,000	
	Facebook	In-Feed; Video	National													2,777,778	\$18.00	CPM	\$50,000	
	Facebook	In-Feed; Video	11 Markets													6,666,667	\$18.00	CPM	\$120,000	
	Print	FP4C	21 Markets													1,232,059	\$200.82	CPM	\$247,421	
	YouTube	Audience Targeting	National													2,041,667	\$24.00	CPM	\$49,000	
	Reach One	Syndicated Programming - Live Reads	National													26,315,789	\$9.50	CPM	\$250,000	
	Radio One	Local Radio - Urban	10 Markets													4,452,289	\$23.50	CPM	\$104,629	
	Google	AdServing	N/A													200,000,000	\$0.02	CPM	\$8,700	
														182,523,733	\$16.45	N/A	\$3,003,000			

Paid Media Flow Chart

Audience	Partner	Placement	Targeting	MAY					JUNE				July			# of Units	Estimated Impressions	Rate	Rate Type	Media Investment
				3	10	17	24	31	7	14	21	28	5	12	19					
Hispanic Audience	Print	Print HP4C	Los Angeles												5	40,228	\$ 63.64	CPM	\$ 2,560.00	
			New York													5	774,480	\$ 16.15	CPM	\$12,507.20
			Chicago													5	553,292	\$ 28.24	CPM	\$15,624.00
			Houston													5	396,712	\$ 20.24	CPM	\$ 8,030.00
			San Francisco													5	624,464	\$ 16.01	CPM	\$10,000.00
			Dallas													5	915,000	\$ 21.66	CPM	\$19,822.80
			Miami													5	109,208	\$ 18.31	CPM	\$ 2,000.00
			San Antonio													5	2,507,532	\$ 18.36	CPM	\$46,041.60
			Harlingen													5	942,480	\$ 25.25	CPM	\$23,800.00
			Albuquerque													5	882,972	\$ 31.29	CPM	\$27,632.00
			El Paso													5	183,600	\$ 51.74	CPM	\$ 9,500.00
			Laredo													5	323,324	\$ 25.98	CPM	\$ 8,400.00
			Yuma													5	713,200	\$ 28.12	CPM	\$20,056.00
			Palm Spring													5	99,004	\$ 72.72	CPM	\$ 7,200.00
Total			14 Markets											70	9,065,496	\$ 23.51	CPM	\$ 213,173.60		
Hispanic Audience	Adsmovil	Mobile	15 Markets												300x250, 320x50	73,600,813	\$ 7.78	CPM	\$ 370,076.40	
		Connected TV	15 Markets												:30	5,000,000	\$ 35.89	CPM	\$ 150,000.00	
Hispanic Audience Incremental	Adsmovil	Mobile	Alabama, Arkansas, Louisiana, Mississippi, North Carolina, Tennessee, Georgia, Idaho and Missouri West Virginia and Wyoming												300x250 320x50	5,420,000	\$ 5.54	CPM	\$30,000.00	
		Connected TV													:30	666,667	\$ 30.00	CPM	\$20,000.00	
Total															Total	93,752,976	\$ 8.35	CPM	\$ 783,250.00	

Paid Media Strategy

Hispanic media was comprised of both programmatic media and local print.

Programmatic:

Programmatic media ran in 16 markets (top Hispanic population DMAs) on mobile devices and within in-language content.

Print:

Additionally, local Spanish-language print ran in 14 markets, with a 4x frequency per publication.

Social Media Creatives

Creative 1



HISPANIC MALE 65+

Creative 2



HISPANIC FEMALE 65+

Creative 3



HISPANIC PHYSICIAN

Newspaper Creative



Las vacunas contra el COVID-19 son seguras, efectivas y sin costo para usted.

Yo ya lo hice.
AHORA ES SU TURNO

MEDICARE.GOV >>>

JUNTOS SÍ PODEMOS

seniorvillages



Las vacunas contra el COVID-19 son seguras, efectivas y sin costo para usted.

Yo ya lo hice.
AHORA ES SU TURNO

MEDICARE.GOV >>>

JUNTOS SÍ PODEMOS

Continue to protect yourself and your loved ones against the COVID-19.
It's time for the booster I ALREADY DID IT.
Available at no cost to you.

Video: *Ahora Es Tu Turno* with Dra. Peralta

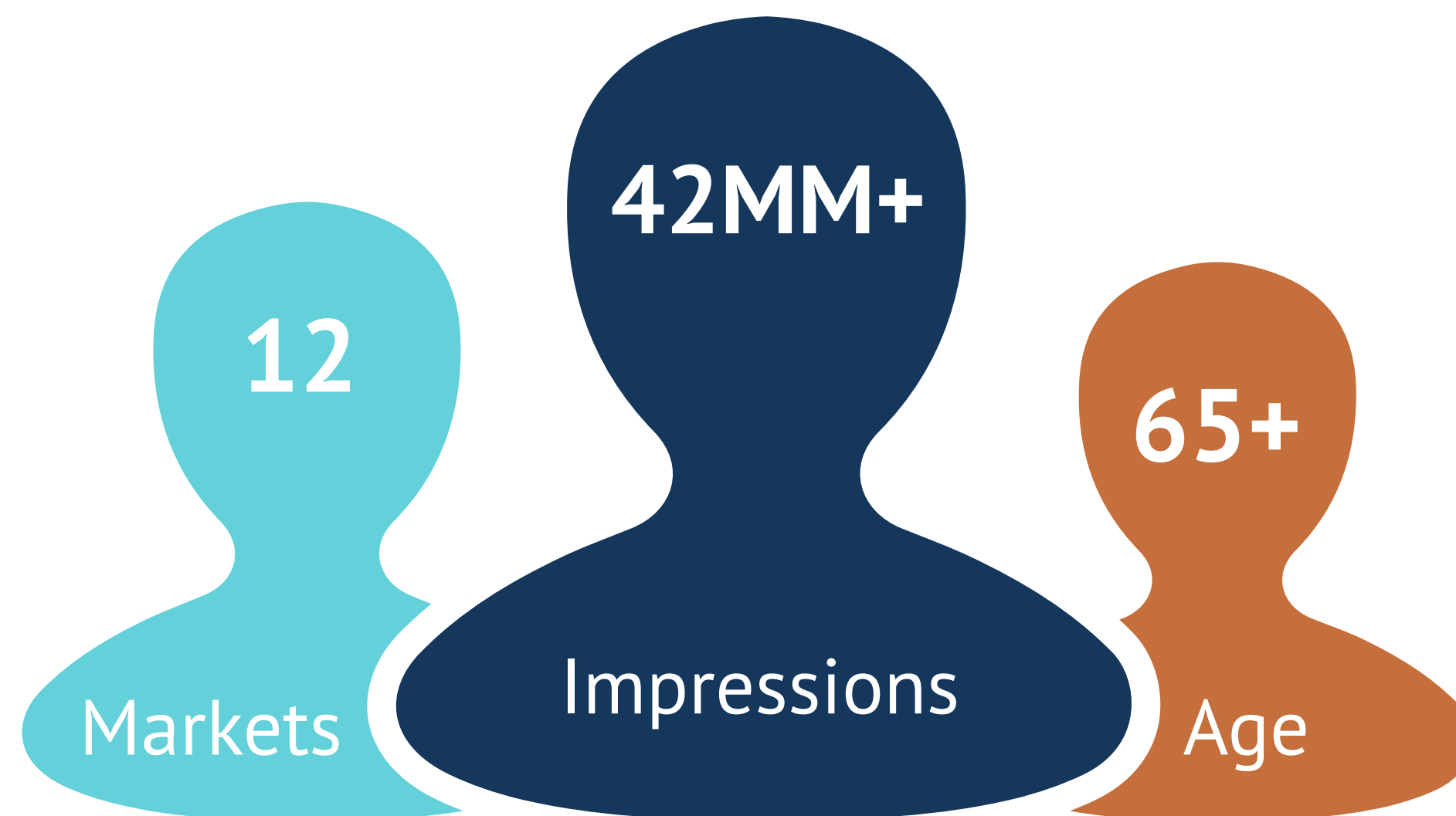


Link to CMS' Youtube Channel: <https://www.youtube.com/watch?v=965nqWXQZfY>

Paid Media Performance and Results

Spanish Language: Overall, Hispanic media delivered a total of 42MM+ Impressions to Hispanic Adults 65+ across twelve (12) priority markets:

- Los Angeles, CA
- Riverside-San Bernardino, CA
- Palm Springs, CA
- San Francisco, et al, CA
- San Diego, CA
- Yuma-El Centro, AZ-CA
- Miami-Ft. Lauderdale, FL
- Albuquerque-Santa Fe, NM
- Dallas-Ft. Worth, TX
- El Paso, et al, TX-NM
- Houston, TX
- San Antonio, TX



Paid Media Performance and Results

- Overall, Hispanic media delivered a total of 102.4MM Impressions to Hispanic Adults 65+ across priority markets.
- Local Print delivered 20.2MM impressions across the top 14 priority markets with 49% of our total reach in print delivered to publications in Los Angeles, New York and Houston.
- Mobile garnered the highest volume of impressions and achieved a combined 0.83% CTR, leveraging 3 different creative variations that were rotated throughout the campaign flight.
- For display, the highest click-through rate was generated from creative 2 (female) across flight 1 and flight 2.
- Connected TV delivered 5.7MM video completes and achieved a 96.7% VCR

Spanish-Language Lessons + Recommendations

Lessons Learned	Applications to Future Campaigns
<p>Throughout the campaign, as HCN shifted from a national approach to a local approach, the top performing creative corresponded to Paid Social shift from male to female.</p>	<p>Continue to have a variety of creative assets to drive message and creative resonance among target audiences.</p>
<p>Hispanic seniors rely heavily on their mobile devices to stay connected – they are hungry for local news, sports related content and health & wellness information. These categories exceeded the overall mobile CTR of 0.83%</p> <ul style="list-style-type: none"> • Local News – 1.56% CTR • Sports – 1.33% CTR • Health and Wellness – 1.25% CTR 	<p>Consider location based vaccination information as well as sponsorships or local activations that can tie back to these passion points – local health fairs, pop-up health clinics.</p>
<p>During the campaign, we saw high video completion rates (96% VCR) among Hispanic seniors.</p>	<p>Given the high VCR rate for Connected TV, we recommend leveraging video assets across mobile devices to extend reach to mobile-only audiences and light TV viewers that rely heavily on mobile devices to stream content</p>
<p>Local print proved to be a good complement to the mobile/video buy, connecting with Hispanic seniors seeking local news and information from a trusted community-based source.</p>	<p>Create integrated print, digital and social activations to increase frequency within the Hispanic senior community.</p>



COVID-19 Vaccine: Key Takeaways

Overall Goal Performance:

COVID-19 initiative targeting the Hispanic audience, surpassed expectations based on the impactful results campaign delivered +47% above the planned impressions. Delivering 102MM delivered vs 69.8MM planned

Industry benchmarks

Mobile performed at CTR of 0.83% above the industry benchmark of 0.50% CTV

CTV saw high video completion rates among Hispanic seniors at 96% VCR surpassing the +80% industry benchmark CVR completion rate.

Quantitative and/or Qualitative Successes

- Hispanic media delivered a total of 102.4MM Impressions
- Local Print delivered 20.2MM impressions
- Mobile garnered the highest volume of impressions and achieved a combined 0.83% CTR
- Highest click-through rate came from creative 2 (female) across flight 1 and flight 2.
- Connected TV delivered 5.7MM video completes and achieved a 96.7% VCR



II. **FLU VACCINES**
DURING THE COVID PANDEMIC

Integrated Campaign Overview

The goal of the Centers for Medicare & Medicaid Services (CMS) Medicare Prevention Awareness Education & Outreach Campaign was to increase the number of Medicare beneficiaries aged 65+ who intend to get their flu shot during the 2021 Flu Season. With COVID still present, attention shifted away from the dangers of the ordinary flu. HCN sought to maximize reach and awareness among Medicare beneficiaries aged 65+ that flu is dangerous – for everyone, at all times – and to direct Spanish-preferring consumer audiences to resources on **es.medicare.gov**.

The campaign leveraged a combination of social media, digital video, CTV and print paid media platforms to maximize reach among our target Medicare audiences and direct them to resources on **es.medicare.gov**. Primary campaign performance metrics included awareness (reach and frequency) and site traffic.

Integrated Strategic Approach

Our media approach was designed to drive outreach and engagement through multiple touch points:

- Paid media activation leveraging a variety of mass-reach partners to maximize awareness and traffic, with a goal of increasing the number of Medicare beneficiaries 65+ who intend to get their flu shot.
- Prioritize learnings from flu season data by implementing select, geo-targeted media layered within regions that had 1) high composition of Medicare audiences and 2) lower vaccine rates in 2019-2020.
- Maximize reach and frequency through a cross-device strategy, while ensuring contextual alignment and capitalizing on intent signals to reach key audiences throughout their daily lives.
- Increased media weight for Hispanic audiences, utilizing and prioritizing mediums that are trusted sources within these key communities.

Integrated Paid Media Flow Chart

Audience	Channel	Partner	Placement	Geo-Targeting	Nov.	Dec.	Jan.	Feb.	Est. Impressions	Rate	Rate Type	Media Investment
Low-Income 65+ Medicare Beneficiaries	Programmatic Display	MIQ	Standard Display Banners	National					43,125,000	\$8.00	CPM	\$345,000
	Programmatic Display	MIQ	Standard Display Banners	Priority Regions					18,750,000	\$8.00	CPM	\$150,000
	Programmatic Display	Google Display Network	Standard Display Banners	Priority Regions					33,333,333	\$3.00	CPM	\$100,000
	Programmatic Video	MIQ	Video	National					6,250,000	\$24.00	CPM	\$150,000
	Programmatic Video	MIQ	Video	Priority Regions					3,125,000	\$24.00	CPM	\$75,000
	Programmatic Video	YouTube	Video	Priority Regions					2,083,333	\$24.00	CPM	\$50,000
	Site-Direct/Endemic	AARP	Mobile Interscroller, Mobile Reveal	National					3,460,000	\$24.00	CPM	\$83,540
	Site-Direct/Endemic	AARP	Video	National					1,000,000	\$35.00	CPM	\$35,000
	Site-Direct/Endemic	AARP	Standard Display Banners	National					15,316,800	\$14.29	CPM	\$218,960
	Site-Direct/Endemic	USA Today	Gravity & Paramount Takeovers	National					15,295,746	\$14.73	CPM	\$225,400
	Site-Direct/Endemic	USA Today	Video	National					4,017,921	\$27.90	CPM	\$112,100
	Site-Direct/Endemic	USA Today	Standard Display Banners	Priority Regions					1,777,778	\$0.00	CPM	Added Value
	Paid Social	Facebook	In-Feed, Carousel, Video	National					19,444,444	\$18.00	CPM	\$350,000
	Paid Search	Google Ads	Expanded Text Ads	National					550,000	N/A	CPC	\$50,000
	Ad Serving	Google							237,360,772	\$0.02	CPM	\$5,000
Low-Income Total									167,529,356	\$1,950,000		
AA 65+ Medicare Beneficiaries	Programmatic Display	MIQ	Standard Display Banners	National					8,125,000	\$8.00	CPM	\$65,000
	Programmatic Display	MIQ	Standard Display Banners	Priority Regions					8,125,000	\$8.00	CPM	\$65,000
	Programmatic Video	MIQ	Video	National					1,458,333	\$24.00	CPM	\$35,000
	Programmatic Video	MIQ	Video	Priority Regions					1,458,333	\$24.00	CPM	\$35,000
	Paid Social	Facebook	In-Feed, Carousel, Video	Priority Regions					5,555,556	\$18.00	CPM	\$100,000
	Radio	Urban One	Syndicated Programming - Live Reads	National					3,378,000	\$44.40	CPM	\$150,000
	Radio	Urban One	Local Radio - Urban	5 Markets in Priority Regions					1,860,500	\$40.31	CPM	\$75,000
	Print	NNPA	Newspaper Print	Priority Regions					1,539,231	\$146.16	CPM	\$225,000
AA Total									31,499,953	\$750,000		
Latino 65+ Medicare Beneficiaries	Mobile Display	Adsmovil	Rich Media Interstitial, Rich Media Adhesion, Standard Display Banners	Priority Regions					23,125,000	\$8.00	CPM	\$185,000
	Paid Social	Facebook	In-Feed, Carousel, Video	Priority Regions					3,636,364	\$11.00	CPM	\$40,000
	OTT/CTV	Adsmovil	OTT/CTV	Priority Regions					5,000,000	\$30.00	CPM	\$150,000
	Print	HP4C	Newspaper Print	12 Markets in Priority Regions					6,570,099	\$19.03	CPM	\$125,000
Latino Total									38,331,463	\$500,000		
Total										\$3,200,000		

Spanish Language -Paid Media Flow Chart

Audience	Partner	Placement	Targeting	November				December				January					February				# of Units	Estimated Impressions	Rate	Rate Type	Media Investment
				7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27					
Hispanic Audience	Print	Print HP4C	Los Angeles, CA					1	1	1		1								4	2,523,450	\$ 14.86	CPM	\$37,500.00	
			Riverside & San Berdino, CA					1	1	1		1								4	213,010	\$ 19.72	CPM	\$4,200.00	
			Palm Springs, CA					1	1	1		1								4	540,000	\$ 11.57	CPM	\$6,250.00	
			San Francisco et al, CA					1	1	1		1								4	124,122	\$ 57.97	CPM	\$7,195.26	
			San Diego, CA					1	1	1		1								4	303,000	\$ 17.52	CPM	\$5,310.00	
			Yuma-El Centro, AZ-CA					1	1	1		1								4	257,000	\$ 19.84	CPM	\$5,100.00	
			Miami-Ft. Lauderdale, FL					1	1	1		1								4	209,060	\$ 75.58	CPM	\$15,800.00	
			Albuquerque-Santa Fe, NM					1	1	1		1								4	40,228	\$ 149.15	CPM	\$6,000.00	
			Dallas-Ft. Worth, TX					1	1	1		1								4	353,956	\$ 17.66	CPM	\$6,250.00	
			El Paso et al, TX-NM					1	1	1		1								4	569,888	\$ 22.19	CPM	\$12,644.74	
			Houston, TX					1	1	1		1								4	1,024,000	\$ 8.54	CPM	\$8,750.00	
			San Antonio, TX					1	1	1		1								4	412,385	\$ 24.25	CPM	\$10,000.00	
Total							12	12	12		12							48	6,570,099	\$ 19.03	CPM	\$125,000.00			
Hispanic Audience	Facebook	Social Media	Florida: Counties to prioritize Miami Dade County															-	3,636,364	\$ 11.00	CPM	\$ 40,000.00			
	Adsmovil	Mobile	Texas: Counties to prioritize El Paso County Bexar county Cities: Dallas, Houston, San Antonio, Austin,															-	23,125,000	\$ 8.00	CPM	\$ 185,000.00			
		Connected TV	New Mexico California Counties to prioritize Los Angeles County Riverside County San Diego County San Bernardino County Tulare County Maricopa County Clark County Arizona Nevada															-	5,000,000	\$ 30.00	CPM	\$ 150,000.00			
Total																	Total	38,331,463	\$ 13.04	CPM	\$ 500,000.00				

Messaging + Creative

- In this pandemic environment, COVID-19 vaccines dominated the attention while the annual Flu shot was left out of the picture in many cases, potentially losing its precedent among aging populations. The campaign's creative concept conveyed positive reminders that gave our 65+ Medicare audiences an achievable goal and a sense of empowerment to know that some things are well within their control.
- The creative concept was based on an emotional, visual storytelling approach to resonate with diverse Hispanic senior audiences. The general concept featured a father/mother-daughter scenario, where the daughter reminds him/her of getting the flu shot. Later on, the campaign included a combo-message urging seniors to get both the COVID-19 vaccine and the flu shot.
- The creative campaign avoided a paternalistic tone ("Do not forget") and chose a positive behavior model ("I have not forgotten"), which also allowed it to be a continuation from the previous campaign model, showing real people taking proactive steps for their health.
- The tone of the campaign is successful in establishing an intimate and authentic connection. The family approach is also impactful in this case, as the Dad/Mom responds, "Ya yo hice hija!" (I already did, daughter), with a copy in plain language. The father clearly feels grateful that his daughter shows concern, and wants to not only take action, but also let his daughter know he did not forget to get both vaccines.

Paid Media Strategy


Spanish-Language: HCN prioritized newspaper, mobile, OTT and CTV to reach and connect with Hispanic Medicare recipients ages 65+ across multiple platforms with in-language and culturally relevant content. They supplemented this digital strategy with social media to increase frequency and create a sense of urgency.

- Deployed mobile as the primary medium to deliver reach and frequency across priority regions due to its targetability and ubiquitous use among Hispanic audiences 65+. HCN leveraged a combination of contextual, behavioral, location-based, and search targeting to hone in on Hispanic seniors.
- Activated CTV among priority regions as TV/video is a main source for Hispanic seniors to use to stay informed and entertained. This allowed for extended reach to generate timely reminders in order to create impact and foster consumer intent in getting vaccinations.
- Leveraged the power of local print as a trusted source that is community-oriented to deliver frequency and reach. Local Spanish-language print ran in 12 Hispanic markets, with a 4x frequency per publication.
- Integrated social media for supplemental frequency among this key audience, focusing on Hispanic seniors' preferred social media channels of Facebook and Instagram.
- Priority Hispanic Markets (12 total DMAs): Los Angeles, Riverside-San Bernardino, Palm Springs, San Francisco, San Diego, Yuma-El Centro, AZ-CA. Miami-Ft. Lauderdale, FL, Albuquerque-Santa Fe, NM, Dallas-Ft. Worth, Houston, El Paso, San Antonio.

Flu Ad


Ahora puede vacunarse contra **la influenza** y recibir el refuerzo del **COVID-19** al mismo tiempo. Disponible **sin costo** para usted.

es.Medicare.gov



Papá ¡No olvides ponerte las dos vacunas!


¡ya lo hice hija! ✓



PAGADO POR EL DEPARTAMENTO DE SALUD Y SERVICIOS HUMANOS DE LOS ESTADOS UNIDOS


Ahora puede vacunarse contra **la influenza** y recibir el refuerzo del **COVID-19** al mismo tiempo. Disponible **sin costo** para usted.

es.Medicare.gov



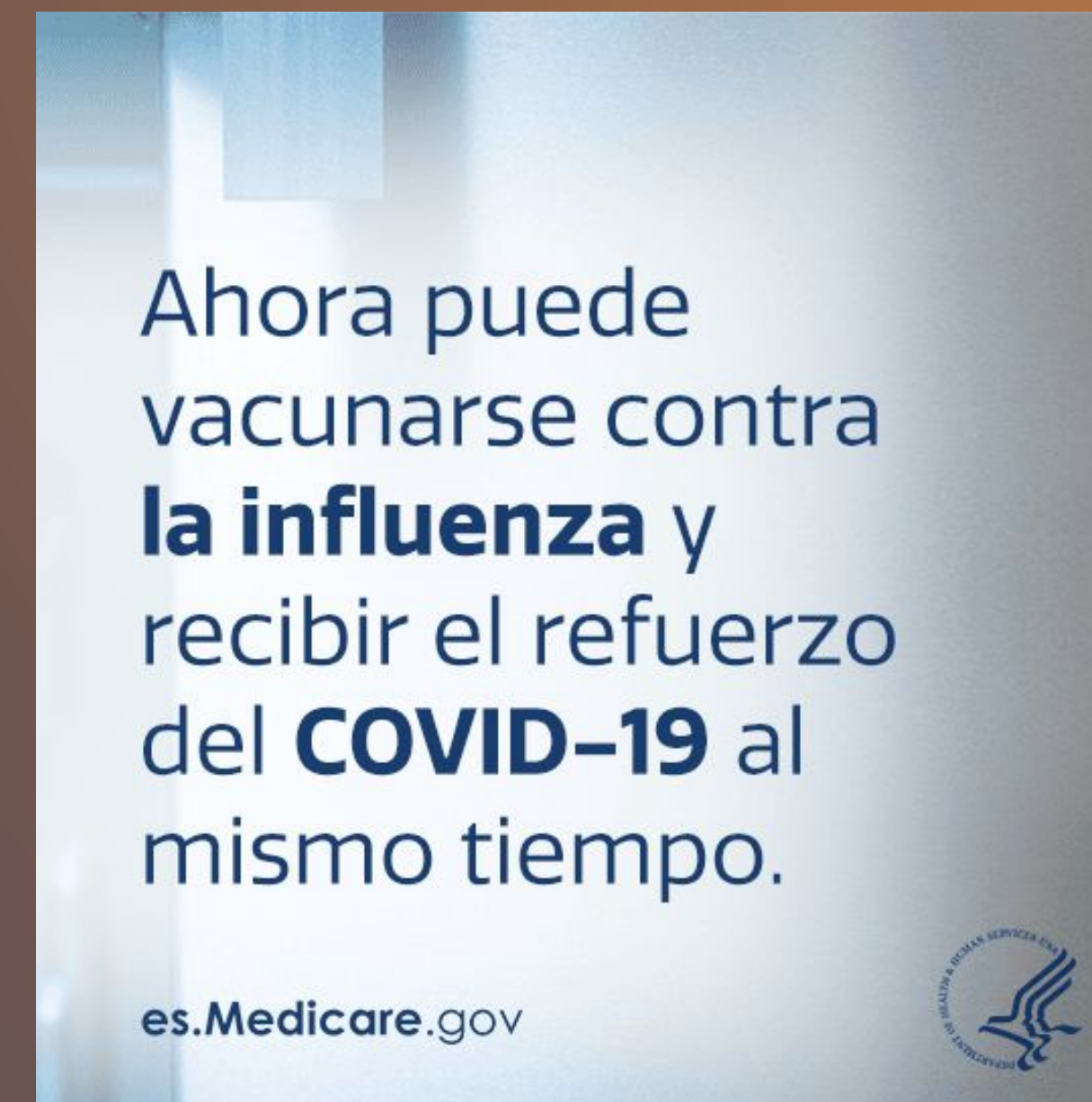
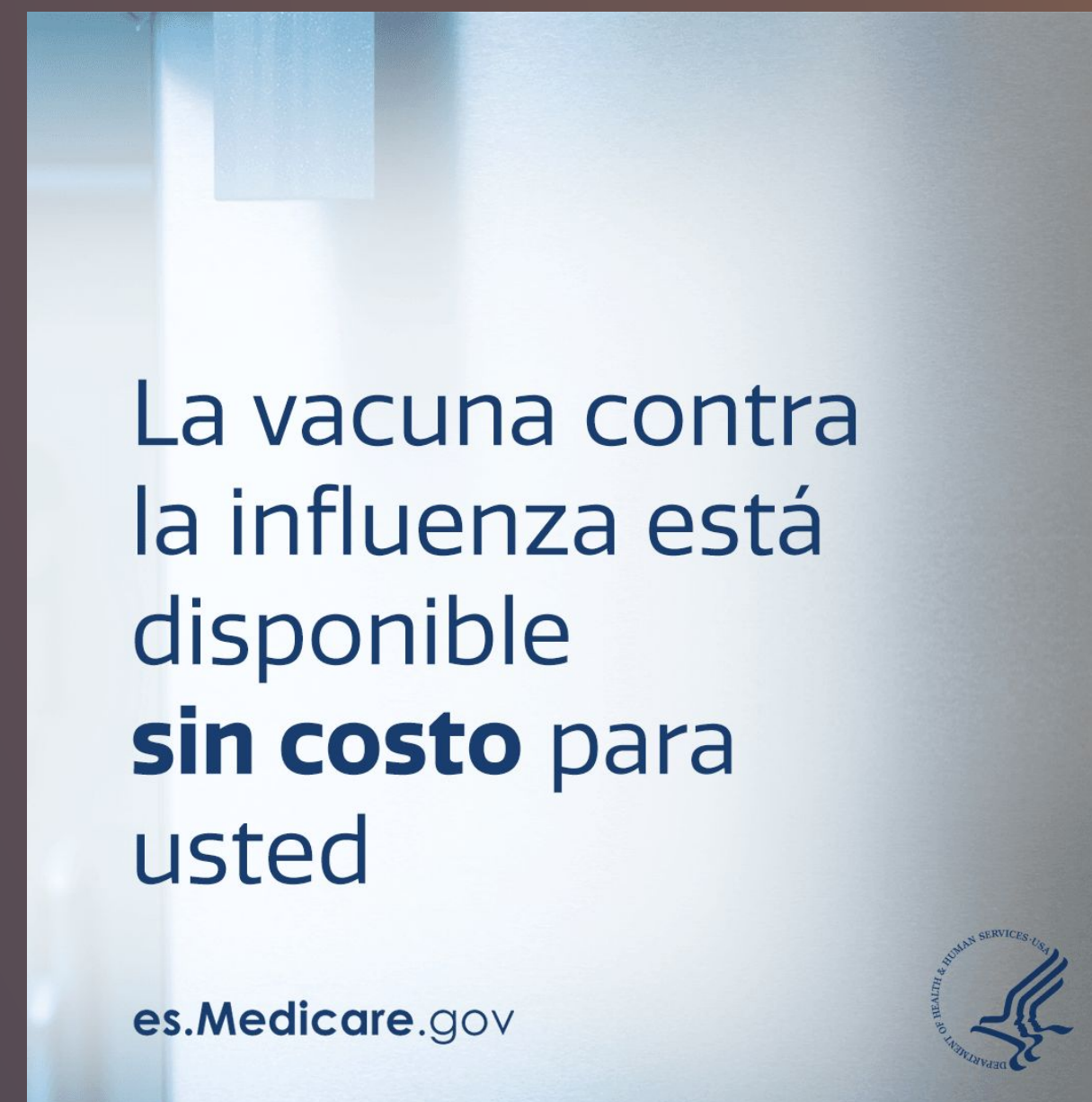
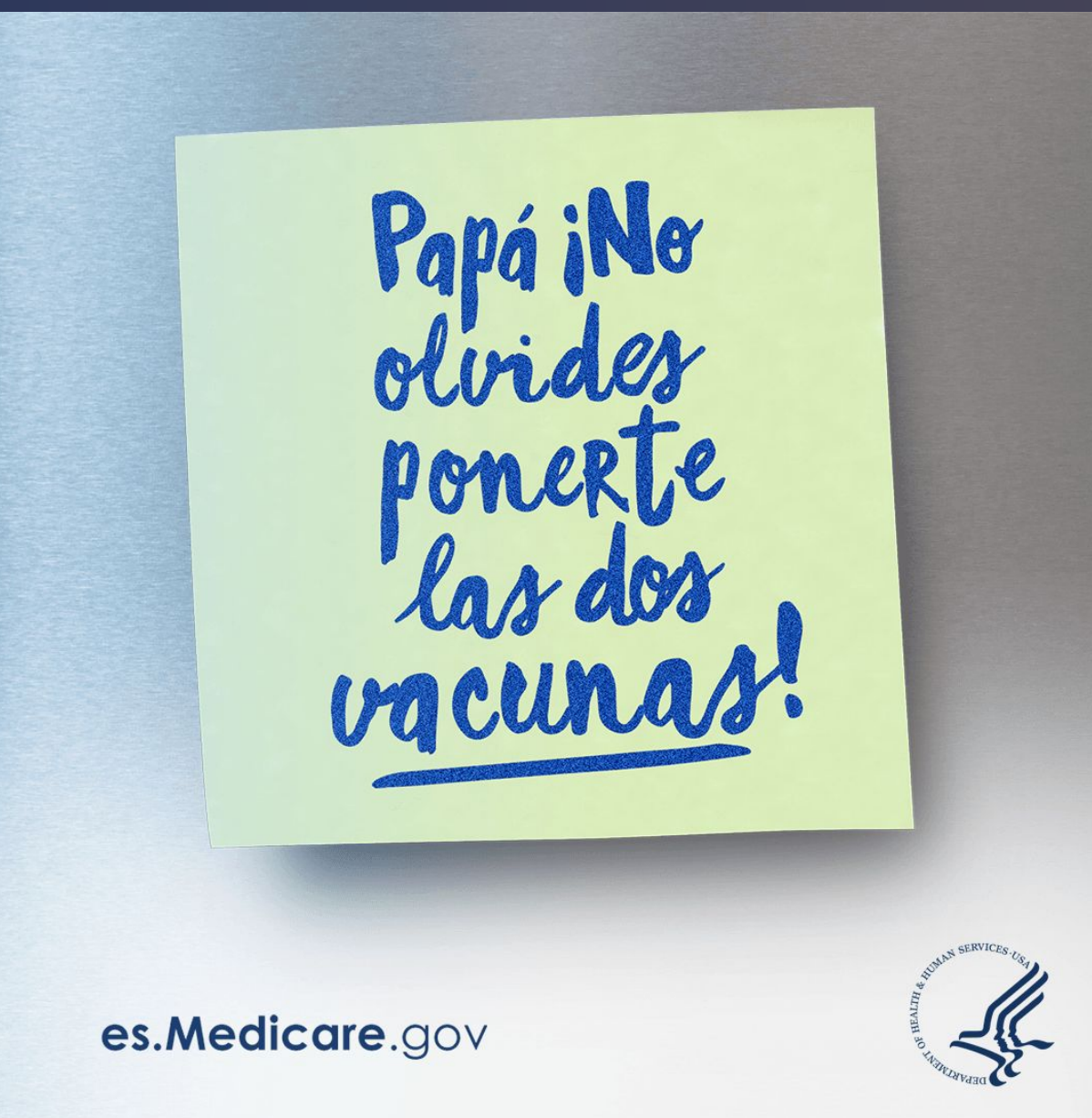
Mamá ¡No olvides ponerte las dos vacunas!

¡ya lo hice hija! ✓



PAGADO POR EL DEPARTAMENTO DE SALUD Y SERVICIOS HUMANOS DE LOS ESTADOS UNIDOS

Animated Banners



Social Media Creatives

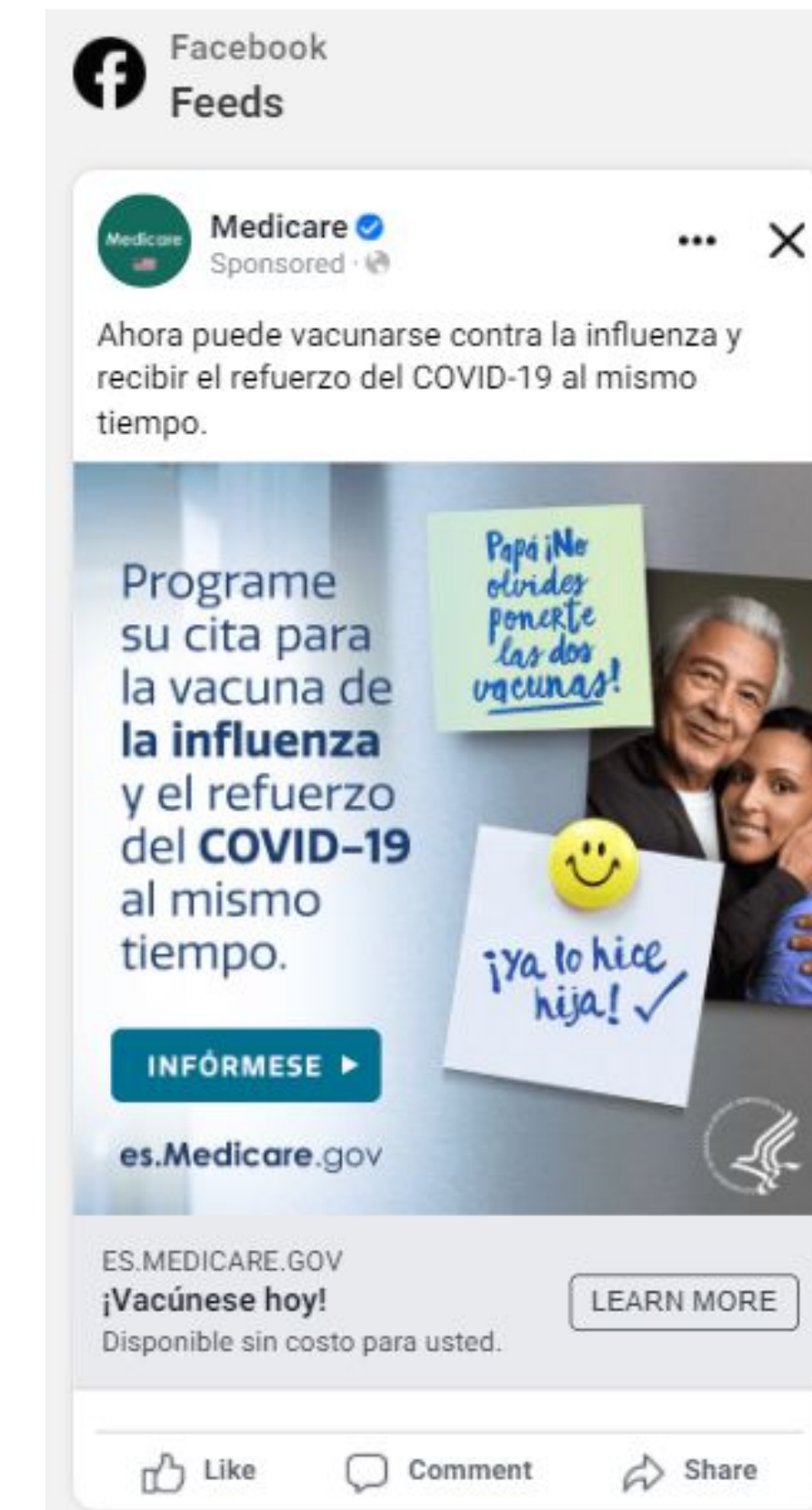


Static mom: <https://fb.me/1UrBWjtP1ovpaME>

Mom Carousel: <https://fb.me/1FQmNP1tbbxTKUj>



Video: <https://fb.me/1MK5jEEgZBlnydf>



Static Dad: <https://fb.me/1LYJINRvwNxukmW>
Dad Carousel: <https://fb.me/1G4DRjiniXcmHnN1>

Newspaper Creatives

Vacunarse contra la influenza este año es **más importante** que nunca y no tiene costo para usted.

es.Medicare.gov

Diario Las Américas

Miami, Lunes 29 de Noviembre 70°

PORTADA LO ÚLTIMO MÁS LEÍDAS FLORIDA EEUU A. LATINA DEPORTES CULTURA

Deportes en Miami

Receivers to target on Thanksgiving Football | 1:14

DFS Price Check for the NFL Thanksgiving slate Football | 6:29

Andy Dalton a good play on Thanksgiving? Football | 1:24

Can Darnell Mooney produce on Thanksgiving? Football | 1:35

Titans vs Patriots Over/Under Football | 1:45

ello trabajamos para lograr una prosperidad incluyente, es decir, que nos vaya bien a todos. Decidimos unir esfuerzos con las nuevas generaciones de emprendedores sociales: hombres y mujeres que marcan tendencia”.

Vacunarse contra la influenza este año es **más importante** que nunca y no tiene costo para usted.

es.Medicare.gov

Con iniciativas de apoyo al ecosistema emprendedor, como la otorgada con el patrocinio a proyectos innovadores de la plataforma Active Citizens en alianza con la British Council, Banco Azteca reafirma

Dosis de refuerzo de Moderna multiplica los anticuerpos contra ómicron

La farmacéutica continúa avanzando en otra vacuna específica contra la nueva variante

En 2016, el último año para el que hay cifras disponibles, 381,000 hombres inscritos en Medicare tuvieron fracturas óseas relacionadas con la osteoporosis. De ese número, 91,000, casi la cuarta parte, murieron en un año.

CON MEDICURA
El Instituto Nacional de Alergias e Enfermedades Musculares y de la Piel recomienda que las mujeres no consuman más de una bebida alcohólica al día y los hombres no más de dos, y la NCF aconseja a todos no beber más de tres tazas de café al día.

El estudio Nacional de Alergias e Enfermedades Musculares y de la Piel recomendó que las mujeres no consuman más de una bebida alcohólica al día y los hombres no más de dos, y la NCF aconseja a todos no beber más de tres tazas de café al día.

Los datos presentados en la conferencia de prensa de 20 receptores de refuerzo de cada uno de estos tres grupos. Los anticuerpos neutralizantes específicos de ómicron se evaluaron en un ensayo realizado en los laboratorios establecidos por el Centro de Investigación de Vacunas del Instituto Nacional de Alergias e Enfermedades Infecciosas de Estados Unidos (NIAID), por sus siglas en inglés) en el Centro Médico de la Universidad de Duke.

Todos los grupos tenían niveles bajos de anticuerpos neutralizantes en el ensayo antes del refuerzo. En el día 29 después de la dosis de refuerzo, la vacuna ya aprobada de 50 ug aumentó los niveles de anticuerpos neutralizantes en un 37 por ciento en comparación con los niveles previos a este tercer día.

Además, en el estudio llevado a cabo por la compañía, una dosis modificada de su vacuna actual (de 100 ug frente a 50 ug), incrementó los niveles de anticuerpos neutralizantes aproximadamente 83 veces en comparación con los niveles previos al refuerzo.

“El desarrollo de nuevos casos de COVID-19 de la variante ómicron es preocupante para todos. Sin embargo, como datos que muestran que el refuerzo con la vacuna de Moderna puede aumentar los niveles de anticuerpos neutralizantes contra ómicron aproximadamente 37 veces por encima de los niveles previos al refuerzo son “reconfortadores”, ha expresado el director general de Moderna, Stéphane Bancel.

En ese sentido, el mismo director general de la compañía ha añadido que, pese a estos datos, Moderna “trabaja intensamente para avanzar rápidamente en el desarrollo de una vacuna de refuerzo específica para ómicron, por si fuera necesario en el futuro”.

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Ahora puede vacunarse contra la influenza y recibir el refuerzo del COVID-19 al mismo tiempo. Disponible **sin costo** para usted.

es.Medicare.gov

PAPÍ ¡No olvides ponerte las dos vacunas!

¡Ya lo hice hija! ✓

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Lo Relevante

Un resumen noticioso semanal

FLORIDA
Alcalde de Miami niega "conflicto de interés" por unirse a grupo de bienes raíces de lujo

EEUU
Joe Biden acoge cumbre mundial

AMÉRICA LATINA
OEA falla contra gobierno de Nicaragua por incumplir acuerdo democrático de las Américas

MUNDO
Angela Merkel se retira entre aplausos

DEPORTES
Real Madrid, más líder que nunca

CULTURA
Elena Poniatowska continúa escribiendo

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MAMÍ ¡No olvides ponerte las dos vacunas!

¡Ya lo hice hija! ✓

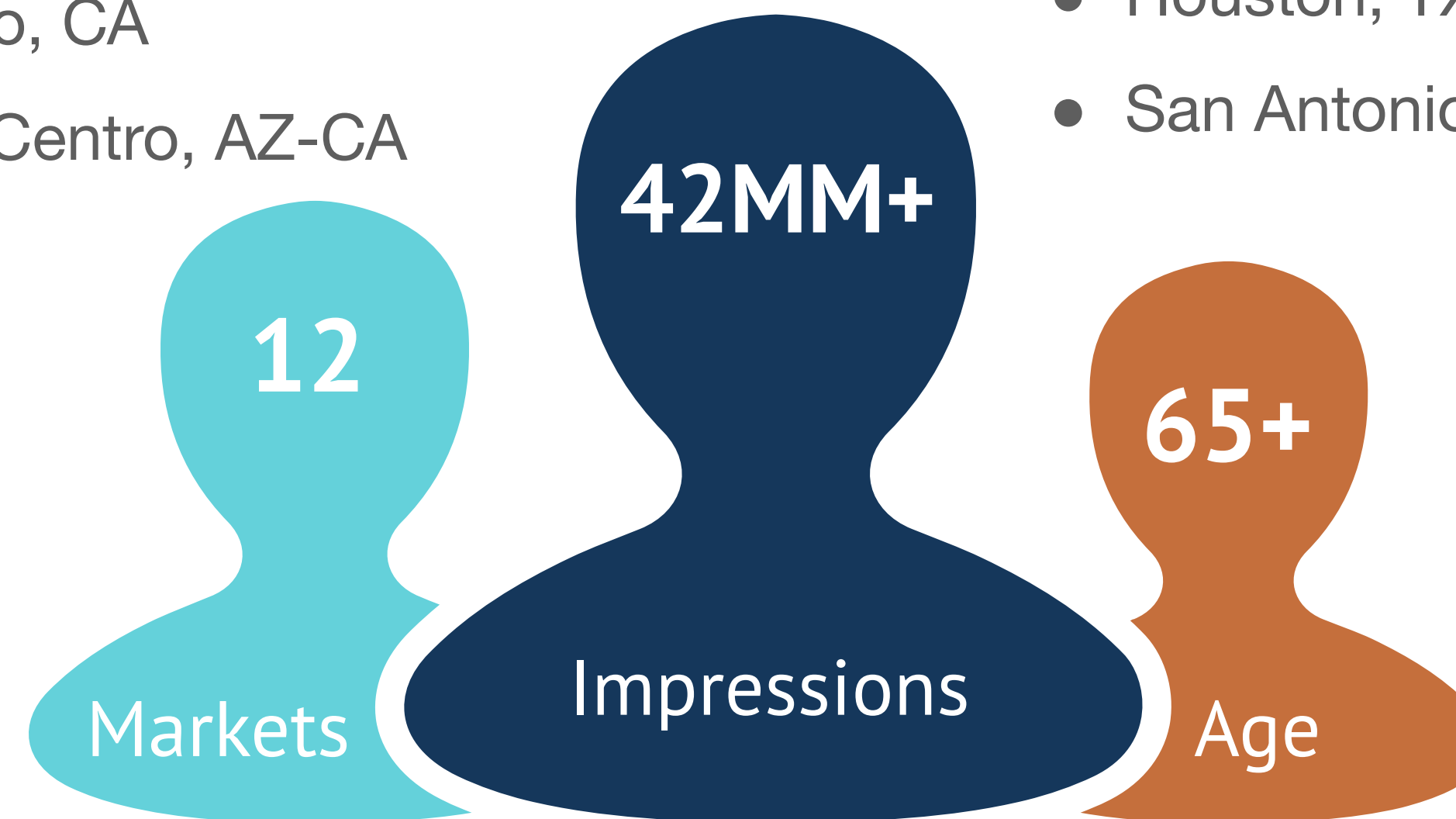
PAGADO POR EL DEPARTAMENTO DE SALUD Y SERVICIOS HUMANOS DE LOS ESTADOS UNIDOS

Flu Vaccines During the COVID Pandemic Subcampaign

Paid Media Performance and Results

Spanish Language: Overall, Hispanic media delivered a total of 42MM+ Impressions to Hispanic Adults 65+ across twelve (12) priority markets:

- Los Angeles, CA
- Riverside-San Bernardino, CA
- Palm Springs, CA
- San Francisco, et al, CA
- San Diego, CA
- Yuma-El Centro, AZ-CA
- Miami-Ft. Lauderdale, FL
- Albuquerque-Santa Fe, NM
- Dallas-Ft. Worth, TX
- El Paso, et al, TX-NM
- Houston, TX
- San Antonio, TX



Paid Media Performance and Results Cont'd

CTV and OTT

During the campaign, CTV saw high video completion rates at 96% VCR among Hispanic seniors. Instream video on mobile had a 87% completion rate, surpassing the +80% industry benchmark on mobile.

Given the high VCR rate in CTV and mobile completion rates, we recommend leveraging a cross-device strategy for video.

- *As viewership via CTV and OTT continues to rise, we recommend increasing investment or allocations to TV streaming ad units.*
- *To extend reach to mobile-only audiences and light TV viewers, we recommend leveraging video assets across mobile devices.*

Social Media

Video drove the highest level of engagement with a CTR of 1.35%. Static single image attributed to 45% of total clicks and 52% of impressions.

- *Capitalize on engaging video content via social media to drive engagement rate.*
- *Leverage static single image for awareness, reach and frequency targeting.*

Spanish-Language Lessons + Recommendations

Rich Media

Rich Media ad units drove more HA65+ audiences to the CMS flu web page than standard display formats, attributing to 83% of total clicks from display.

Rich Media ads assisted in delivering significant uplift in brand awareness and message association.

- *For an engaging user experience, leading to higher interaction rates, continue running rich media ads such as interstitials and adhesion ads.*
- *Explore new ad units such as scroller, expandable banner and/or pushdown ads.*

Banner Performance

Top performing standard banner ad size was 320x50 which ran on mobile devices.

- *When running standard banners, consider creative and copy that is optimal for mobile.*

Flu Shot: Key Takeaways

Overall Goal Performance:

Flu Shot initiative targeting the Hispanic audience, surpassed expectations based on the impactful results campaign delivered +10% above the planned impressions. Delivering 38MM delivered vs 10MM planned

Industry benchmarks

Display average CTR performed at 0.54% above industry benchmark of 0.50%

CTV saw high video completion rates among Hispanic seniors at 96% VCR surpassing the +80% industry benchmark CVR completion rate.

Quantitative and/or Qualitative Successes

CTV & Mobile Display:

- CTV delivered a total of 5,858,066 impressions
- Interstitial delivered the strongest CTR at 3.14%, attributing to 61% of total clicks from display ads.
- Top performing ad size was 320x50, attributing to 58% of impressions from display banners.
- Contextual targeting outperformed other targeting tactics, attributing to 48% of total impressions and 77% of total clicks.

● Social Media:

- Video drove the highest CTR at 1.35%.
- Static single image attributed to 45% of the total clicks and 52% of impressions
- Dad-daughter Creative was top performing creative version
- **Local Print** delivered 8.6MM impressions across the top 12 priority markets with 60% of our total reach in print delivered to publications in Los Angeles and Houston.



III. **BOOSTER** CAMPAIGN OVERVIEW

Integrated Campaign Overview

Overall Goal Performance:

Covid-19 Booster initiative targeting the Hispanic audience, surpassed expectations based on the impactful results campaign delivered +4% above the planned impressions. Delivering 59MM delivered vs 56MM planned

Industry Benchmarks

Average CTR for Display ads was 0.83% Performing above the industry benchmark of 0.50% CTR. CTV saw high video completion rates among Hispanic seniors at 96% VCR surpassing the +80% industry benchmark CVR completion rate.

Quantitative and/or Qualitative Successes

Social Media:

- On Social Video drove the highest CTR at 1.44% CTR, attributed to 69% of the total clicks on social. Static Image attributed to 34% of the impressions on social media.
- There was even rotation and engagement among the Male and Female creative, with Male slightly leading in performance.
- Local Print delivered 9MM impressions across the top 12 priority markets with 60% of our total reach in print delivered to publications in Los Angeles and Houston.

CTV & Mobile Display:

- CTV delivered 8,183,762 impressions
- Interstitial delivered the strongest CTR at 4.05% and attributed to 62% of the total clicks from display.
- Reveal Banner attributed to 22% of display impressions performing CTR of 0.52%
- Top performing banner ad size was 320x50
- Contextual targeting outperformed other targeting tactics attributed to 77% of the total clicks on display, performed at a 1.04% CTR

Integrated Campaign Overview

The Campaign objective was to persuade low-income Medicare beneficiaries (adults 65+) to get the COVID-19 vaccine booster.

HCN sought to maximize reach and awareness among Medicare beneficiaries aged 65+, about Covid-19 Booster availability and directing them to resources on [vaccines.gov](https://www.vaccines.gov) and [vacunas.gov](https://www.vacunas.gov) for Spanish-preferring consumer audiences.

The campaign leveraged a combination of social media, digital video, and print paid media platforms to maximize reach among our target Medicare audiences and direct them to resources on [vaccines.gov](https://www.vaccines.gov) and [vacunas.gov](https://www.vacunas.gov). Primary campaign performance metrics included awareness (reach, and frequency) and site traffic.



Integrated Strategic Approach

- Our media approach was designed to drive outreach and engagement through multiple touchpoints:
- Leverage mass reaching media partners to drive awareness of the Covid-19 Booster availability through impactful media placements layered with audience targeting to further quality the message.
- Maximize reach and frequency through cross-device and mobile-first platforms, reaching audiences as they are consuming media content on their mobile device in contextually relevant placements.
- Capture the attention of Hispanic Audiences while aligning with market density through heavy up media placements leveraging print, radio, digital display and social tactics.

Spanish-Lanugage Paid Media Flow Chart

Audience	Partner	Placement	Targeting	January					February				March				# of Units	Estimated Impressions	Rate	Rate Type	Media Investment
				2	10	16	23	30	6	13	20	27	6	13	20	27					
Hispanic Audience	Print	Print HP4C	Los Angeles, CA						1	1	1	1					4	2,666,446	\$ 14.86	CPM	\$39,625.00
			Riverside & San Berdino, CA						1	1	1	1					4	1,058,934	\$ 19.72	CPM	\$20,879.40
			Palm Springs, CA						1	1	1	1					4	540,000	\$ 11.57	CPM	\$6,250.00
			San Francisco et al, CA						1	1	1	1					4	165,496	\$ 57.97	CPM	\$9,593.68
			San Diego, CA						1	1	1	1					4	606,105	\$ 17.52	CPM	\$10,621.84
			Yuma-El Centro, AZ-CA						1	1	1	1					4	443,451	\$ 19.84	CPM	\$8,800.00
			Miami-Ft. Lauderdale, FL						1	1	1	1					4	208,879	\$ 75.58	CPM	\$15,786.34
			Albuquerque-Santa Fe, NM						1	1	1	1					4	40,486	\$ 149.15	CPM	\$6,038.55
			Dallas-Ft. Worth, TX						1	1	1	1					4	353,956	\$ 17.66	CPM	\$6,250.00
			El Paso et al, TX-NM						1	1	1	1					4	554,351	\$ 22.19	CPM	\$12,300.00
			Houston, TX						1	1	1	1					4	1,621,453	\$ 8.54	CPM	\$13,855.19
			San Antonio, TX						1	1	1	1					4	412,385	\$ 24.25	CPM	\$10,000.00
Total				0													48	8,671,942	\$ 19.03	CPM	\$ 160,000.00
Hispanic Audience	Facebook	Social Media	Florida: Counties to prioritize Miami Dade County														-	10,000,000	\$ 11.00	CPM	\$ 110,000.00
	Adsmovil	Mobile	Texas: Counties to prioritize El Paso County Bexar county Cities: Dallas, Houston, San Antonio, Austin,														-	30,000,000	\$ 8.00	CPM	\$ 240,000.00
		Connected TV	New Mexico California Counties to prioritize Los Angeles County Riverside County San Diego County San Bernardino County Tulare County Maricopa County Clark County Arizona Nevada New York Chicago New Jersey														-	8,000,000	\$ 30.00	CPM	\$ 240,000.00
Total																	Total	56,671,942	\$ 13.23	CPM	\$ 750,000.00

Integrated Paid Media Flow Chart

Audience	Partner	Placement	Targeting	Markets	January					February				March				Estimated Impressions	Rate	Rate Type	Media Investment
					3	10	17	24	31	7	14	21	28	7	14	21	28				
Lower-income Medicare Beneficiaries	GumGum	In-Screen Expandable Video	Audience Targeting	National														9,600,000	CPM	\$12.50	\$120,000.00
	MedialQ	Audience Targeted Rotational Display	Audience Targeting	National														9,259,259	CPM	\$13.50	\$125,000.00
	MedialQ	Audience Targeted Rotational Video	Audience Targeting	National														10,000,000	CPM	\$25.00	\$250,000.00
	YouTube	Non-Skippable Video Ads	Audience Targeting	National														6,458,333	CPM	\$24.00	\$155,000.00
	USA Today	Rotational Gravity	Audience Targeting	National														6,821,429	CPM	\$28.00	\$191,000.00
	USA Today	Rotational Paramount	Audience Targeting	National														7,000,000	CPM	\$25.00	\$175,000.00
	Facebook	In-Feed Ads (Static, Carousel & Video)	Audience Targeting	National														24,722,222	CPM	\$18.00	\$445,000.00
Spanish Reliant Audience	Print	Half Page, 4C	N/A	12 Markets													8,407,777	CPM	\$19.03	\$160,000.00	
	Facebook	In-Feed Ads (Static, Carousel & Video)	Audience Targeting	4 States*														10,000,000	CPM	\$11.00	\$110,000.00
	Adsmovil	Mobile Rotational Display	Audience Targeting	4 States*														30,000,000	CPM	\$8.00	\$240,000.00
	Adsmovil	Connected TV Video	Audience Targeting	4 States*														8,000,000	CPM	\$30.00	\$240,000.00
AA Audience	GumGum	In-Screen Expandable Video	Audience Targeting	National														6,000,000	CPM	\$12.50	\$75,000.00
	MedialQ	Audience Targeted Rotational Display	Audience Targeting	National														5,555,556	CPM	\$13.50	\$75,000.00
	MedialQ	Audience Targeted Rotational Video	Audience Targeting	National														1,000,000	CPM	\$25.00	\$25,000.00
	YouTube	Non-Skippable Video Ads	Audience Targeting	National														2,083,333	CPM	\$24.00	\$50,000.00
	Facebook	In-Feed Ads (Static, Carousel & Video)	Audience Targeting	Markets														5,555,556	CPM	\$18.00	\$100,000.00
	Print	Full Page, 4C	N/A	21 Markets														1,244,896	CPM	\$200.82	\$250,000.00
	Radio One	Live Readds - Syndicated Programming	N/A	National														8,723,404	CPM	\$23.50	\$205,000.00
Google	Ad Serving	N/A	N/A														185,000,000	CPM	\$0.05	\$9,000.00	
CAMPAIGN TOTAL																	160,431,765	\$18.70	N/A	\$3,000,000.00	

*Priority counties in each state

Low-income Medicare Beneficiaries	\$1,461,000.00
Spanish Reliant Audience	\$750,000.00
AA Audience	\$780,000.00
Ad Serving (All Audiences)	\$9,000.00

Messaging + Creative

- The goal for this campaign was to remind Medicare beneficiaries 65+ on the importance of getting the COVID Booster to maximize protection and reduce the risk of getting sick and spreading it to loved ones.
- The creative concept was based on using key visuals: a male and a female to develop separate ads featuring each gender. The relatability of the images captures audience interest, influences their emotional response and inspires them to take action. The images are simple, clean and easy to read and understand, thus empowering the audience and providing them with direct information.
- The tone of the campaign is successful in establishing an authentic and warm connection by featuring everyday individuals who are relatable to our audiences. They can be a friend or family member or even a friendly face you see everyday at your local coffee shop. It is a unifying theme that was successfully used across all campaign messages, calls to action, and creatives.

• Territory of concentration: Enhance your protection / Continue to protect



Paid Media Strategy

HCN prioritized newspaper, mobile, OTT and CTV to reach and connect with Hispanic Medicare recipients ages 65+ across multiple platforms with in-language and culturally relevant content. They supplemented this digital strategy with social media to increase frequency and create a sense of urgency.

- Deployed mobile as the primary medium to deliver reach and frequency across priority regions due to its targetability and ubiquitous use among Hispanic audiences 65+. HCN leveraged a combination of contextual, behavioral, location-based, and search targeting to hone in on Hispanic seniors.
- Activated CTV among priority regions as TV/video is a main source for Hispanic seniors to use to stay informed and entertained. This allowed for extended reach to generate timely reminders in order to create impact and foster consumer intent in getting Covid-19 Booster
- Leveraged the power of local print as a trusted source that is community-oriented to deliver frequency and reach. Local Spanish-language print ran in 12 Hispanic markets, with a 4x frequency per publication.
- Integrated social media for supplemental frequency among this key audience, focusing on Hispanic seniors' preferred social media channels of Facebook and Instagram
- National Geotargeting with focus on regions with a high propensity of Hispanic population
- Priority Hispanic Markets (12 total DMAs):
 - Los Angeles, CA
 - Riverside-San Bernardino, CA
 - Palm Springs, CA
 - San Francisco, et al, C
 - San Diego, CA
 - Yuma-El Centro, AZ-CA
 - Miami-Ft. Lauderdale, FL
 - Albuquerque-Santa Fe, NM
 - Dallas-Ft. Worth, TX
 - El Paso, et al, TX-NM
 - Houston, TX
 - San Antonio, TX

Newspaper Creative

Siga protegiéndose y proteja a sus seres queridos contra el **COVID-19**.

Es hora del refuerzo.


¡YO YA LO HICE!

El refuerzo de la vacuna proporciona protección eficaz contra la hospitalización y la enfermedad grave.

Disponible sin costo para usted.

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PAGADO POR EL DEPARTAMENTO DE SALUD Y SERVICIOS HUMANOS DE LOS ESTADOS UNIDOS



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Web Banners



Social Media Creatives

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Like Comment Share

Link: <https://www.youtube.com/watch?v=PUtpiny4UYg>

Newspaper Creative

Texas

SERIE ESPECIAL (SEGUNDA PARTE)

JESÚS sigue en pag. 2

Después de una semana de un día de calma, la noticia de que el virus se está moviendo en la zona de riesgo.

Muchos de nosotros, como con Jesús, estamos en las mismas condiciones, pero algo siempre está mal, nuestro anhelo de salir a volar. El miedo de viajar por miedo a no tener suficiente dinero para cubrir el costo de un viaje.

Hasta la noche del 1 de noviembre, cuando se desmoronó un par de días, los planes se desmoronaron por completo cuando Jesús, madre, el cirujano de turno en un momento, así como cuando se va la imagen de Jesús y se le quiere volver al pueblo.

Después de que Jesús se fue a la universidad.

Un padre que quería salir, el director David Ruiz, el director de operaciones del equipo de investigación de la universidad.

Más tarde
Los estudiantes de medicina de la universidad de Texas, el director David Ruiz, el director de operaciones del equipo de investigación de la universidad.



Artista: David Ruiz

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Disponible *sin costo* para usted.

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BAJADO POR EL DEPARTAMENTO DE SALUD Y SERVICIOS HUMANOS DE LOS ESTADOS UNIDOS

HCN, La Red Hispana, PGP y WVM se unen a los CDC para aumentar las tasas de vacunación entre hispanos

“Desafortunadamente, nuestras comunidades hispanas están llenas de publicaciones, videos y artículos falsos que buscan desalentar la vacunación contra el COVID entre hispanoslatinos, que ya enfrentan barreras adicionales para vacunarse”, comentó Alison Rubin, CEO de HCN.



Algunos de los temas que se abordarán en la conferencia incluyen: cómo los hispanos están siendo atraídos a las redes sociales, cómo los hispanos están siendo atraídos a las redes sociales, cómo los hispanos están siendo atraídos a las redes sociales.

La conferencia se llevará a cabo el próximo mes y contará con la participación de representantes de HCN, PGP, WVM y CDC. El evento se llevará a cabo en un formato híbrido, con sesiones en vivo y grabadas.

Los organizadores esperan que esta conferencia ayude a aumentar la conciencia y la confianza entre las comunidades hispanas y latinas sobre la importancia de vacunarse contra el COVID-19.

Piloto salvadoreña destaca en profesión militar dominada por hombres

Con unos 28 años de carrera militar, una profesión históricamente dominada por hombres, la piloto Sandra Hernández, de la Fuerza Aérea Salvadoreña (FAS) del Ejército, destaca como una mujer pionera en su profesión.



Hernández, de 40 años y madre de una niña de 12 años, se graduó en el 2006, en parte de la primera generación de mujeres de la FAS y ha participado en la Misión Multinacional Integrada de Estabilización de las Naciones Unidas en Malí.

En su carrera militar, ha trabajado en el combate en el teatro de operaciones de la Fuerza Aérea, en el combate en el teatro de operaciones de la Fuerza Aérea, en el combate en el teatro de operaciones de la Fuerza Aérea.

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Cubano Enrique Turrio, líder de los Proud Boys, es acusado de conspiración por el asalto al Capitolio

El cubano estadounidense Enrique Turrio, líder de los Proud Boys, fue acusado este martes por conspiración en el caso del asalto del 6 de enero de 2021 al Congreso cuando seguidores del exgobernador Donald Trump intentaron interrumpir el proceso electoral.



El Departamento de Justicia anunció que Turrio, de 38 años, fue acusado en Miami y conspiración con el Tribunal Federal del Sur de Florida, y que esta acusación contra Turrio, en el Distrito de Columbia, incluye a otros miembros.

El Congreso debe confirmar los resultados de votación en el Colegio Electoral que, a su vez, otorga la custodia de la victoria a la administración de Joe Biden.

Paid Media Performance and Results

- Overall, Hispanic media delivered a total of 50MM+ Impressions to Hispanic Adults 65+ National Geo-targeting with focus on regions with a high propensity of Hispanic population Two (2) different creative variations (Male and Female) were rotated throughout the campaign flight.
- Hispanic Media delivered 50,874,354 impressions and 368,529 clicks.
- CTV delivered 8,183,762 impressions
- Average CTR for Display ads was 0.83% Performing above the industry benchmark of 0.50% CTR.
- Interstitial delivered the strongest CTR at 4.05% and attributed to 62% of the total clicks from display.
- Reveal Banner attributed to 22% of display impressions performing CTR of 0.52%
- Top performing banner ad size was 320x50
- Contextual targeting outperformed other targeting tactics attributed to 77% of the total clicks on display, performing at a 1.04% CTR

On Social Media

- Video drove the highest CTR at 1.44% CTR, attributed to 69% of the total clicks on social.
- Static Image attributed to 34% of the impressions on social.
- There was even rotation and engagement among the Male and Female creative, with Male slightly leading in performance.
- Local Print delivered 8.6MM impressions across the top 12 priority markets with 60% of our total reach in print delivered to publications in Los Angeles and Houston.



Lessons + Recommendations

Lessons Learned	Applications to Future Campaigns
<p>CTV and OTT</p> <p>During the campaign, CTV saw high video completion rates at 96% VCR among Hispanic seniors.</p> <p>Instream video on mobile had a 88% completion rate, surpassing the +80% industry benchmark on mobile.</p>	<p>Given the high VCR rate in CTV and mobile completion rates, we recommend leveraging a cross-device strategy for video.</p> <p>As viewership via CTV and OTT continues to rise, we recommend increasing investment or allocations to TV streaming ad units.</p> <p>To extend reach to mobile-only audiences and light TV viewers, we recommend leveraging video assets across mobile devices.</p>
<p>Social Media</p> <p>Video drove the highest level of engagement with a CTR of 1.44%.</p> <p>Static Image attributed to 34% of the impressions on social.</p>	<p>Capitalize on engaging video content via social media to drive engagement rate.</p> <p>Leverage static single image for awareness, reach and frequency targeting.</p>
<p>Rich Media</p> <p>Rich Media ad units drove more HA65+ audiences to the CMS Booster web page than standard display formats, attributing to 62% of total clicks from display.</p> <p>Rich Media ads assisted in delivering significant uplift in brand awareness and message association.</p> <p>RM Ad units Interstitial & reveal performed at the stronger CTR than standard display banners throughout the flight of the campaign.</p> <p>Interstitial 4.05% CTR, Reveal 0.52% CTR, Standard Banners 0.25% CTR</p>	<p>For an engaging user experience, leading to higher interaction rates, continue running rich media ads such as interstitials and adhesion ads.</p> <p>Explore new ad units such as reveal, scroller, expandable banner and/or pushdown ads.</p>





IV. SUMMARY OF CAMPAIGNS

COVID-19 - FLU - BOOSTER VACCINES

Integrated Campaign Overview

	Covid-19 Vaccine	Flu Shot	Covid-19 Vaccine Booster
Campaign Goal	<p>To promote COVID-19 vaccinations among low-income Medicare beneficiaries (adults 65+). HCN was tasked with driving awareness among harder to reach, low-income, Hispanic Medicare beneficiaries of the benefits of COVID-19 vaccines, address barriers and concerns, and ultimately motivate Medicare beneficiaries to seek more information about how to get vaccinated.</p>	<p>To increase the number of Medicare beneficiaries aged 65+ who intend to get their flu shot during flu season. In 2021, during the COVID pandemic, attention shifted away from the dangers of the ordinary flu.</p> <p>HCN sought to maximize reach and awareness among Medicare beneficiaries aged 65+, driving awareness that flu is dangerous– for everyone, at all times – and directing them to resources on Medicare.gov and es.medicare.gov for Spanish-preferring consumer audiences.</p>	<p>The Campaign objective was to persuade low-income Medicare beneficiaries (adults 65+) to get the COVID-19 vaccine booster.</p> <p>HCN sought to maximize reach and awareness among Medicare beneficiaries aged 65+, about Covid-19 Booster availability and directing them to resources on vaccines.gov and vacunas.gov for Spanish-preferring consumer audiences.</p>
Campaign Deliverables	<p>HCN produced and executed a multimedia campaign leveraging a combination of social media, digital video, connected TV and print to maximize reach among our target audiences and direct them to resources on Medicare.gov to learn more about COVID vaccines.</p> <p>The primary campaign metrics included reach, frequency and site traffic.</p> <p>CTA: Medicare.gov</p>	<p>The campaign leveraged a combination of social media, digital video, connected TV and print paid media platforms to maximize reach among our target Medicare audiences and direct them to resources on es.medicare.gov. Primary campaign performance metrics included awareness (reach, and frequency) and site traffic.</p> <p>CTA: es.medicare.gov</p>	<p>The campaign leveraged a combination of social media, digital video, and connected TV print paid media platforms to maximize reach among our target Medicare audiences and direct them to resources on vacunas.gov. Primary campaign performance metrics included awareness (reach, and frequency) and site traffic.</p> <p>CTA: Vacunas.gov</p>

Integrated Strategic Approach

	Covid-19 Vaccine	Flu Shot	Covid-19 Vaccine Booster
Strategic Approach	<p>Our media approach was designed to drive engagement through multiple touchpoints:</p> <p>Leverage mass-reaching media partners to drive awareness in early May as a tent pole moment aligning with President Biden’s directive to make every adult in the U.S. eligible for vaccination on May 1st</p> <p>Maximize reach and frequency through cross-device and mobile-first platforms, while capitalizing on intent signals to reach audiences throughout their digital exploration and in contextually relevant environments</p> <p>Increase media weight and capture the attention of Hispanic through digital media, print, and connected TV while aligning market density to maximize reach and impact.</p>	<p>Our media approach was designed to drive outreach and engagement through multiple touchpoints:</p> <p>Paid media activation leveraging a variety of mass-reach partners to maximize awareness and traffic, with a goal of increasing the number of Medicare beneficiaries 65+ who intend to get their flu shot during the flu season.</p> <p>Prioritize learnings from flu season data by implementing select, geo-targeted media layered within regions that had</p> <ol style="list-style-type: none"> 1) high composition of Medicare audiences and 2) lower vaccine rates in 2019-2020. <p>Maximize reach and frequency through a cross-device strategy, while ensuring contextual alignment and capitalizing on intent signals to reach key Hispanic audiences throughout their daily lives.</p>	<p>Our media approach was designed to drive outreach and engagement through multiple touchpoints:</p> <p>Leverage mass reaching media partners to drive awareness of the Covid-19 Booster availability through impactful media placements layered with audience targeting to further the quality of the message.</p> <p>Maximize reach and frequency through cross-device and mobile-first platforms, reaching audiences as they are consuming media content on their mobile device in contextually relevant placements.</p> <p>Capture the attention of Hispanic audiences while aligning with market density through heavy up media placements leveraging print, digital display, connected TV and social tactics.</p>

Campaign Parameters

	Covid-19 Vaccine	Flu Shot	Covid-19 Vaccine Booster
Flight	May – August 2021	November 2021 - February 2022	January - March 2022
Duration	Four Months	Four Months	Three Months
Target Audience	Hispanic Adults 65+	Hispanic Adults 65+	Hispanic Adults 65+
Geography	Los Angeles, New York, Chicago, Houston, San Francisco, Dallas, Miami, San Antonio, Harlingen, Albuquerque, El Paso, Laredo, Yuma, Victoria, Palm Springs, Alabama, Arkansas, Louisiana, Mississippi, North Carolina, Tennessee, Georgia, Idaho, Missouri, West Virginia and Wyoming	Priority Hispanic Markets (12 total DMAs): Los Angeles, Riverside-San Bernardino, Palm Springs, San Francisco, San Diego, Yuma-El Centro, AZ-CA. Miami-Ft. Lauderdale, FL, Albuquerque-Santa Fe, NM, Dallas-Ft. Worth, Houston, El Paso, San Antonio.	National Geotargeting with focus on regions with a high propensity of Hispanic population Priority Hispanic Markets (12 total DMAs): Los Angeles, CA Riverside-San Bernardino, CA Palm Springs, CA San Francisco, et al, CA San Diego, CA Yuma-El Centro, AZ-CA Miami-Ft. Lauderdale, FL Albuquerque-Santa Fe, NM Dallas-Ft. Worth, TX
Media Channels	Local Print, Mobile, Connected TV	Local Print, Mobile, Connected TV	Local Print, Mobile, Connected TV
Total Budget	\$803,250	\$500,000	\$750,000
Budget by Channels	Budget: Print - \$213,173.60 Mobile / CTV - \$520,076.40 Extension 1 - \$50,000 Extension 2 - \$20,000	Print HP4C - \$125,000.00 Social Media - \$40,000.00 Mobile - \$185,000.00 Connected TV - \$150,000.00	Print - HP4C - \$160,000 Social Media - \$110,000 Mobile - \$240,000 Connected TV - \$240,000"
Planned Impressions	69,809,971	38,331,463	56,671,942

Paid Media Performance and Results

	Covid-19 Vaccine	Flu Shot	Covid-19 Vaccine Booster
Overview	Spanish Language: Overall, Hispanic media delivered a total of 102.4MM Impressions to Hispanic Adults 65+ across priority markets.	Overall, Hispanic media delivered a total of 42MM+ Impressions to Hispanic Adults 65+ across twelve (12) priority markets. Two (2) different creative variations (Male and Female) were rotated throughout the campaign flight. Digital Media delivered 33,543,342 impressions and 157,986 clicks:	Overall, Hispanic media delivered a total of 59MM+ Impressions to Hispanic Adults 65+ National Geotargeting with focus on regions with a high propensity of Hispanic population Two (2) different creative variations (Male and Female) were rotated throughout the campaign flight. Digital Media delivered 50,874,354 impressions and 368,529 clicks.
CTV	Connected TV delivered 5.7MM video completes and achieved a 96.7% VCR	CTV delivered a total of 5.8MM impressions and achieved a 96.7% VCR	CTV delivered 8.1MM impressions and achieved a 96.7% VCR
Mobile Display	Mobile garnered the highest volume of impressions and achieved a combined 0.83% CTR, leveraging 3 different creative variations that were rotated throughout the campaign flight. For display, we saw the highest click-through rate from creative 2 (female) across flight 1 and flight 2.	Display average CTR performed at 0.54% above industry benchmark of 0.50% Interstitial delivered the strongest CTR at 3.14%, attributing to 61% of total clicks from display ads. Top performing ad size was 320x50, attributing to 58% of impressions from display banners. Contextual targeting outperformed other targeting tactics, attributing to 48% of total impressions and 77% of total clicks.	Average CTR for Display ads was 0.83% Performing above the industry benchmark of 0.50% CTR. Interstitial delivered the strongest CTR at 4.05% and attributed to 62% of the total clicks from display. Reveal Banner attributed to 22% of display impressions performing CTR of 0.52% Top performing banner ad size was 320x50 Contextual targeting outperformed other targeting tactics attributed to 77% of the total clicks on display, performing at a 1.04% CTR
Social Media		Video drove the highest CTR at 1.35%. Static single image attributed to 45% of the total clicks and 52% of impressions Dad-daughter Creative was top performing creative version	Video drove the highest CTR at 1.44% CTR, attributed to 69% of the total clicks on social. Static Image attributed to 34% of the impressions on social. There was even rotation and engagement among the Male and Female creative, with Male slightly leading in performance.
Print	Local Print delivered 20.2MM impressions across the top 14 priority markets with 49% of our total reach in print delivered to publications in Los Angeles, New York and Houston.	Local Print delivered 8.6MM impressions across the top 12 priority markets with 60% of our total reach in print delivered to publications in Los Angeles and Houston.	Local Print delivered 9MM impressions across the top 12 priority markets with 60% of our total reach in print delivered to publications in Los Angeles and Houston.

Key Takeaways

	Covid-19 Vaccine	Flu Shot	Covid-19 Booster
Goal Performance	COVID-19 initiative targeting the Hispanic audience, surpassed expectations based on the impactful results campaign delivered +47% above the planned impressions. Delivering 102MM delivered vs 69.8MM planned	Flu Shot initiative targeting the Hispanic audience, surpassed expectations based on the impactful results campaign delivered +10% above the planned impressions. Delivering 38MM delivered vs 10MM planned	Covid-19 Booster initiative targeting the Hispanic audience, surpassed expectations based on the impactful results campaign delivered +4% above the planned impressions. Delivering 59MM delivered vs 56MM planned
Industry Benchmarks	Mobile performed at CTR of 0.83% above the industry benchmark of 0.50% CTV saw high video completion rates among Hispanic seniors at 96% VCR surpassing the +80% industry benchmark CVR completion rate.	Display average CTR performed at 0.54% above industry benchmark of 0.50% CTV saw high video completion rates among Hispanic seniors at 96% VCR surpassing the +80% industry benchmark CVR completion rate.	Average CTR for Display ads was 0.83% Performing above the industry benchmark of 0.50% CTR. CTV saw high video completion rates among Hispanic seniors at 96% VCR surpassing the +80% industry benchmark CVR completion rate.
Quantitative and/or Qualitative Successes	<p>Connected TV delivered 5.7MM video completes and achieved a 96.7% VCR</p> <p>Local Print delivered 20.2MM impressions</p> <p>Mobile garnered the highest volume of impressions and achieved a combined 0.83% CTR</p> <p>Highest click-through rate came from creative 2 (female) across flight 1 and flight 2.</p>	<p>CTV delivered a total of 5,858,066 impressions</p> <p>Interstitial delivered the strongest CTR at 3.14%, attributing to 61% of total clicks from display ads.</p> <p>Top performing ad size was 320x50, attributing to 58% of impressions from display banners.</p> <p>Contextual targeting outperformed other targeting tactics, attributing to 48% of total impressions and 77% of total clicks.</p> <p>Social Media video drove the highest CTR at 1.35%.</p> <p>Social Media Static single image attributed to 45% of the total clicks and 52% of impressions</p> <p>Dad-daughter Creative was top performing creative version</p> <p>Local Print delivered 8.6MM impressions across the top 12 priority markets with 60% of our total reach in print delivered to publications in Los Angeles and Houston.</p>	<p>CTV delivered 8,183,762 impressions</p> <p>Interstitial delivered the strongest CTR at 4.05% and attributed to 62% of the total clicks from display.</p> <p>Reveal Banner attributed to 22% of display impressions performing CTR of 0.52%</p> <p>Top performing banner ad size was 320x50</p> <p>Contextual targeting outperformed other targeting tactics attributed to 77% of the total clicks on display, performing at a 1.04% CTR</p> <p>On Social Video drove the highest CTR at 1.44% CTR, attributed to 69% of the total clicks on social.</p> <p>Social Media static Image attributed to 34% of the impressions on social media.</p> <p>There was even rotation and engagement among the Male and Female creative, with Male slightly leading in performance.</p> <p>Local Print delivered 9MM impressions across the top 12 priority markets with 60% of our total reach in print delivered to publications in Los Angeles and Houston.</p>

Lessons Learned & Recommendations

Lessons Learned	Applications to Future Campaigns
<p align="center">CTV and OTT</p> <p>During the campaign, CTV saw high video completion rates at 96% VCR among Hispanic seniors throughout each campaign.</p> <p>Mobile video surpassed the +80% industry benchmark for video completion rate on mobile.</p> <p>Example: CMS Covid-19 Vaccine campaign Instream video on mobile had a 88% completion rate.</p>	<p>Given the high VCR rate in CTV and mobile completion rates, we recommend leveraging a cross-device strategy for video.</p> <p>As viewership via CTV and OTT continues to rise, we recommend increasing investment or allocations to TV streaming ad units.</p> <p>To extend reach to mobile-only audiences and light TV viewers, we recommend leveraging video assets across mobile devices.</p>
<p align="center">Social Media</p> <p>Video drove the highest level of engagement.</p> <p>Example: CMS Flu campaign video drove the highest CTR at 1.35% Static single image attributed to 45% of the total clicks and 52% of impressions.</p>	<p>Capitalize on engaging video content via social media to drive engagement rate.</p> <p>Leverage static single image for awareness, reach and frequency targeting.</p>
<p align="center">Rich Media</p> <p>Rich Media ad units drove more HA65+ audiences to the CMS site than standard display formats,</p> <p>Rich Media ads assisted in delivering significant uplift in brand awareness and message association.</p> <p>Example: CMS Booster campaign RM attributed to 62% of total clicks from display.</p>	<p>For an engaging user experience, leading to higher interaction rates, continue running rich media ads such as interstitials and adhesion ads.</p> <p>Explore new ad units such as reveal, scroller, expandable banner and/or pushdown ads.</p>
<p align="center">Local Print</p> <p>Local print proved to be a good complement to the mobile/video buy, connecting with Hispanic seniors seeking local news and information from a trusted community-based source.</p> <p>Example: CMS Covid-19 vaccine campaign we saw impression delivery on LaOpinion.com through Adsmovil, a publisher that we also ran print insertions with.</p>	<p>Create integrated print, digital and social activations to increase frequency within the Hispanic senior community.</p>

THANK YOU!



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