PARENTS EMPOWERED TIME	1ELINE (2021-2022)			Luly.	Λ.ι.σ	Cont	Oct	Nov	Doo	lon	<b>Tob</b>	Ndor	Λnr	Nav	luno
KEY CAMPAIGN DATES Key Times and Dates for Planning					Aug BACK TO SCHOOL	Sept FALL CONFERENCE	Oct RED RIBBON		Dec HOLIDAY MES		Feb	Mar Spring Break	Apr PROM/GRADUA	May SUMMER STA	
PAID MEDIA - ENGLISH  Medium	Markets Suggested Stations	Deliverables  Ad Unit	Details  Buy Details	LAUNCH	BACK TO SCHOOL	FALL CONFERENCE	KED KIRRON		HOLIDAY MES	PE MONTH		Spring Break	PROM/GRADUA	SUMMER STA	TEND OF YEAR
TV Medium	Utah - State (Stations: KSL, ABC4, Fox13, KUTV, Xfinity Network Suggested Stations	) :30 spots and OTT  Audience (Demo)	TV buys include added value (e.g., matching, bonus spots, daytime segments, mentions during weather, social media posts)  Buy Details							_	_			_	
Radio	Utah - State (Stations: Bonneville, iHeartMedia, University of Utah, Cumulus, Broadway Media, KLO, LHM)	Parents of 9-16 year-olds (investment will be rank ordered by relevant reach, rating points)	Spot matching and added value in the form of radio remotes and interviews.  Flighting 3 weeks on, 3 weeks off, to appear as though 'always on" but in an economical way.												
Digital Radio	Spotify Pandora	Parents of 9-16 year-olds Parents of 9-16 year-olds	Digital banner ads included with digital audio buys Digital banner ads included with digital audio buys												
Medium	Platform (Objective)	Audience  Very specific targeting (e.g., Parents that are likely to drink and have alcohol in the home,	Ad Unit												
Digital Video and Display	Facebook/Instagram (views/clicks) YouTube (views) Google Display (clicks)	frequent bars, etc.) Parents of 9-16 year-olds Parents of 9-16 year-olds	Image, carousel, video ads Skippable video ads, bumper ads for awareness Responsive and static display, including HTML5 rich media												
Medium	Search (traffic)  Platform	All relevant audiences searching, brand terms to measure lift, etc.	Text Ads  Ad Unit												
Promoted Social  Medium	Facebook/Instagram  Markets (Inventory)	Objective Reach, Engagement, Traffic Vendors	promoted posts and stories  Ad Unit												
Outdoor	Weet I for 1/6 little De in the level of Conse		Bulletins, poster, dital boards, non-traditional, other. Override expected. Not buying every month, but will keep ads up continuously.												
Medium	Wasatch Front (Salt Lake, Davis, Utah, Weber), St. George  Topic Relevance	Reagan, Yesco, Compass, Saunders Channel	Ad Unit							_				_	
Influencer	Popular Influencers to parents of teens audience: Athletes, academics, scientists, doctors, experts and kids and developmentalking about effect of underage drinking on the brain.	etc.)	Messaging, collateral, hashtags provided to influencers with links to Parents Empowered web and social pages, to include in their posts, videos, articles.												
PAID MEDIA - HISPANIC  Medium	Markets  Markets (# of Stations)  KUTH Univision 32 is Salt Lake City's leader in Spanish local new	Deliverables  Ad Unit	Details  Buy Details												
TV Medium	and entertainment. They also offer counterprogramming throug UniMás 32.2 (NUTH) & Telemundo  Markets (# of Stations)		KUTH Univision does local news broadcasting every weekday at 5pm and 10pm.  These are key moments to reach Hispanic parents while tuned in.  Buy Details	n.											
Radio	KBMG and KDUT (Wasatch Front), KMES (Ogden), KEGH (Woodruff), KFUR (St. George)	Spanish-speaking parents of teens													
Digital Radio	Pandora, Spotify	demo data (gender, age) and location	Hispanics are 21% more likely than the general population to listen to online radio each month.												
Medium Digital Video, Search and Display	Platform (Objective) Facebook/Instagram (views/clicks) YouTube (views)	Media Video and Display Video	Ad Unit Image, carousel, video ads Skippable video ads, bumper ads for awareness												
	Google Display (clicks) Search (traffic) Univision (cross-platform 360 messaging, with TV, digital, socia	Display Search I	Responsive and static display, including HTML5 rich media Text Ads												
Medium Promoted Social	and local radio)  Platform  Facebook/Instagram	Objective Reach, Engagement, Traffic	Display and video ads  Ad Unit  promoted posts and stories												
Medium  Outdoor	Markets (Inventory)	Vendors	Ad Unit												
Medium	All other Utah markets outside of Wasatch Front and St. George Markets (# of Publications)	Media	Bulletins, poster, dital boards, non-traditional, other  Ad Unit												
	Popular Hispanic/Latino Influencers to parents of teens audience Athletes, academics, scientists, doctors, experts and kids and development talking about effect of underage drinking on the	cause (Instagram/Facebook, YouTube, TV, etc.), consider TV and Radio personalities for	Messaging, collateral, hashtags provided to influencers with links to Parents												
Influencers PAID MEDIA - RURAL Medium	brain.  Markets  Markets (# of Stations)	the Spanish-speaking audience.  Deliverables  Audience	Empowered web and social pages, to include in their posts, videos, articles.  Details  Buy Details												
Radio	~140 Radio Stations outside of the Wastatch Front and St. George area Included in Statewide campaign shown above (will reach all rur	Parents of 9-16 year-olds	Spot matching. Always on because of very econimal buy in rural areas.												
Digital Radio  Medium  Digital Video and Display	areas)  Platform (Objective)  Facebook/Instagram (views/clicks)	Parents of 9-16 year-olds Media	Pandora and Spotify, :30s ad unit  Ad Unit												
Digital Video and Display	YouTube (views) Google Display (clicks)	Video and Display Video Display	Image, carousel, video ads Skippable video ads, bumper ads for awareness Responsive and static display, including HTML5 rich media												
Medium Promoted Social	Search (engagement)  Platform  Facebook/Instagram	Search ads Objective Reach, Engagement, Traffic	Text Ads  Ad Unit promoted posts and stories												
Medium  Outdoor	Markets (Inventory)	Vendors	Bulletins along I-15 and I-70 and I-80 and 30-sheet posters on side streets and	ı											
PAID MEDIA - TARGETED ADVOCATES	Box Elder, Cache, Iron, Juab, Sevier, Summit, Tooele, Washingto	Deliverables	city streets. Override expected. Not buying every month, but will keep ads up continuously.  Details												
Medium Digital Video, Search and Display	Markets (# of Stations)  Facebook/Instagram (views/clicks)  YouTube (views)	Ad Unit Video and Display Video	Buy Details  Image, carousel, video ads  Skippable video ads, bumper ads for awareness												
	Google Display (clicks) Search (engagement) Targeted placements reaching teachers, school administrators,	Display Text ads etc Display ads, articles	Responsive and static display, including HTML5 rich media Text Ads Ad placements in relevant publications, digitally												
Medium Promoted Social	LinkedIn Platform Facebook/Instagram/LinkedIn	Display ads Objective Reach	Targeting administrators and other relevant leaders in Utah  Ad Unit  promoted posts and stories												
PR AND COMMUNITY ENGAGEMENT EVENTS  Partnerhsip with State Leadership  Promotion of Community Partner	Deliverable Formal Media Event Community Engagement Event	Tone/Style  Awareness Issue - Harms  Resources and Partners	On location PR event - publicity (call to action) On location PR event - publicity (resources)				1								
Mayors Speakout for Change Public Private Partnership Alert Influencer Engagement Highlight	Mini Grant Publicity - Rural Parent Engagemenet Event Formal Media Event	Awareness Issue - Skills Resources and Partners Awareness Issue - Skills	On location PR event - publcity (partnerships) Digital alert release - publicity (resources) Digital alert release - publicity (resources)												
Public Community Partnership Event Partnerhsip with State Leadership Hispanic Latino Resource Outreach	Community Engagement Event Mini Grant Publicity - Rural Parent Engagemenet Event	Awareness Issue - Skills Awareness Issue - Harms Resources and Partners	On location PR event - publicity (partnerships) On location PR event - publicity (call to action) Digital alert release - publicity (resources)												
Private Community Partnership Event Social Influencer Event Mayors Speakout for Change	Formal Media Event Community Engagement Event Mini Grant Publicity - Rural	Awareness Issue - Harms Awareness Issue - Skills Resources and Partners	Digital alert release - publicity (resources) On location PR event - publicity (call to action) Digital alert release - publicity (resources)						•						1
SOCIAL MEDIA AND INFLUENCER  Month Evergreen Social Content  Monthly Social Highlight	Details Weekly content for 52 weeks Monthly custom promoted content	Tone/STyle Awarness and CTA Awarness and Resources	Deliverable Static and video Video												
Community Voice Video Featured Private Partner Promoted Media Content and Message	Messages from community leadership Creative content request Boosted social content based on engagement	Harms Focused Message Awarness and Resources Awarness and CTA	Static and Video Video Static and Video												
UGC Request and Push Featured Public Partner CREATIVE DEVELOPMENT	Request from influeners for self-created content Creative content request Message Direction	Skills Demonstration (BBM) Awarness and Resources Channel	Static and Video Static and Video Details												
OOH (Round 1) :60 Hero Video Primary Video (TV) Content - English and Spanish	Brand Campaigns Brand Campaigns - Awarness Video - Support	Outdoor Digital video and broadcast Digital and social	Harms-based message - 30 sheets and bulletins Anthemic messaging: harms, skills and parents #1 :30, :10, :15 video content		]										
Primary Audio (Radio) Content - Spanish and English Influencer Activations Rural Radio Development	Video - Support Video - Support Awarness into resources	Digital and social Digital and social Digital and social	:60, :30, :15 audio content Role model skill based behaviors - ragted bloggers :60, :30 radio with rural content												
Social Media Harms Messaging Digital ads (Round 1) - brand Animated social posts	Awarness into resources Brand Campaigns Behavior change - skills	Digital and social Social, digital and News Digital and social	Nurture sequence digital messaging Hamrs-based messaging for digital series Skills messaging in animated form - digital												
OOH (Round 2) :30 Skills Video Series Digital ads (Round 2) Skills	Skills Campaign Skills Campaign Skills Campaign	Outdoor and Transit Digital video and broadcast Digital and social	Skills-based message - 30 sheets and bulletins :30, :10, :15 video content Nurture sequence digital messaging					i							1
Style guide update Radio :30 spot(s) Latino :30, :60 TV spots	Brand Campaign Skills Campaign Skills Campaign Skills Campaign	Print Digital and broadcast Digital and broadcast	Updates to brand style guide with audience reform :60, :30, :15 audio content :30, :15 video content									]			
Website Digital ads (Rural) Skills Brochures	Skills Campaign - Spanish Brand Campaign Almpact and skills campaign Brand Campaign	Online Digital and broadcast  Online Digital and social  Print	Web audit, UX planning, content mapping, CMS, etc. :60, :30, :15 audio content Collateral development and priniting						[			1			1
Posters Collateral: tshirts, prevention tools, etc.	Brand Campaign Brand Campaign Brand Campaign Skills Campaign - community outreach	Print Print Print Social and Digital	Print series for community distribution - harms and skills Collateral development and priniting								ı				
Nontraditional Guerilla (outreach)  MINI GRANTS  City Mini Grant #1	Strategic Tone/Message Custom content for city-based with public/private partnerhsip	Call to action Awarness and partnership(s)	Community partnership development and physical messaging  Deliverable/Dates  Targted media, custom cultural content and public outreach - Aug thru Sept  Targted media, custom cultural content and public outreach - Sept thru Oct.												
County Mini Grant #1 Private Grant #1 City Mini Grant #2 County Mini Grant #2	Custom content for County with public/private partnerhsip Custom content for TBD with private partnerhsip Custom content for city-based with public/private partnerhsip Custom content for County with public/private partnerhsip	Awarness and skills Awarness and Harms Awarness and Brain Damage	Targted media, custom cultural content and public outreach - Sept thru Oct Targted media, custom cultural content and public outreach - Oct thru Nov Targted media, custom cultural content and public outreach - Nov thru Dec												1
County Mini Grant #2 Private Grant #2 City Mini Grant #3	Custom content for County with public/private partnerhsip Custom content for TBD with private partnerhsip Custom content for city-based with public/private partnerhsip	Awarness and partnership(s) Awarness and partnership(s) Awarness and skills	Targted media, custom cultural content and public outreach - Dec thru Jan Targted media, custom cultural content and public outreach - Jan thru Feb Targted media, custom cultural content and public outreach - Feb thru March	ı.				L							
County Mini Grant #3 Private Grant #3 WEBSITE	Custom content for County with public/private partnerhsip Custom content for TBD with private partnerhsip Required service	Awarness and Harms Awarness and skills Tone/Message	Targted media, custom cultural content and public outreach - March thru Apri Targted media, custom cultural content and public outreach - April thru May Time/schedule	ıı										_	
Primary Landing Page Spanish Site Creation Brand Asset Library - CMS (Update)	Full design, UX, Programming, Dev Full design, UX, Programming, Dev CMS, Asset Dev, Password protected, Library	Brand Campaign Brand Campaign Resources	12 weeks, 2 client RVWs, 2 working sessions 10 weeks, 2 client RVWs, 3 working sessions 8 weeks, 3 client RVWs, 1 working sessions												
Purpose-based landing pages Current News Campaign Partners	Custom message-based micropages - banner based Full design, UX, Programming, Dev Full design, UX, Programming, Dev	Skills Brand and Events Community outreach	12 weeks, 4 client RVWs, 4 working sessions 4 weeks, 2 client RVWs, 1 working sessions 8 weeks, 2 client RVWs, 2 working sessions					T							
SEO Campaign Issue and Challenge page(s) REPORTING	Optimized content Full design, UX, Programming, Dev Deliverables/Outcomes	Skills/Resources Issues and brand Frequency	12cweeks, 4 client RVWs, 3 working sessions 8 weeks, 2 client RVWs, 2 working sessions Distribution channel												
July Newsletter/Dashboard August Newsletter/Dashboard September Newsletter/Dashboard	Performance meteric dashboard and stakeholded newsletter Performance meteric dashboard and stakeholded newsletter Performance meteric dashboard and stakeholded newsletter	Monthly reporting with weekly access Monthly reporting with weekly access Monthly reporting with weekly access	Digital dahsboard and 5500+ email grouping Digital dahsboard and 8500+ email grouping Digital dahsboard and 15000+ email grouping												
October Newsletter/Dashboard November Newsletter/Dashboard December Newsletter/Dashboard	Performance meteric dashboard and stakeholded newsletter Performance meteric dashboard and stakeholded newsletter Performance meteric dashboard and stakeholded newsletter	Monthly reporting with weekly access Monthly reporting with weekly access Monthly reporting with weekly access	Digital dahsboard and 18500+ email grouping Digital dahsboard and 20000+ email grouping Digital dahsboard and 35000+ email grouping												
January Newsletter/Dashboard February Newsletter/Dashboard March Newsletter/Dashboard	Performance meteric dashboard and stakeholded newsletter Performance meteric dashboard and stakeholded newsletter Performance meteric dashboard and stakeholded newsletter	Monthly reporting with weekly access Monthly reporting with weekly access Monthly reporting with weekly access	Digital dahsboard and 110+ email grouping Digital dahsboard and 500+ email grouping Digital dahsboard and 1000+ email grouping					•					1		
April Newsletter/Dashboard May Newsletter/Dashboard June Newsletter/Dashboard	Performance meteric dashboard and stakeholded newsletter Performance meteric dashboard and stakeholded newsletter Performance meteric dashboard and stakeholded newsletter	Monthly reporting with weekly access  Monthly reporting with weekly access  Monthly reporting with weekly access	Digital dahsboard and 2000+ email grouping Digital dahsboard and 2500+ email grouping Digital dahsboard and 4000+ email grouping Digital dahsboard and 4000+ email grouping												
RESEARCH/STRATEGY Secondary Research Audit Stakeholder Interviews & Behavior Framing Grid	Service Provider Boncom Boncom	Dates July into early August 2021 July into August 2021	Direction Discovery and issue details Issue review and audience matrix			7									
Attitudes & Behavior Quantitative Study (Lighthouse / B. Qualitative Illumination - Focus Groups Neuro Marketing		July into August 2021 August into October 2021 January ito March 2022 3 to 4 repeated as new creative is FNL	Target audience exporation and review Insights, trends and behaviors Emotional and impact content study						ļ						1
Neuro Marketing Journey Mapping Design Thinking Session(s)	Boncom Boncom	January thru March 2021 Repeated 2-3 times, based on need/funding	Brainstorming experiential solutions and touch points Ideation and customer content innovation				_								1