

PARENTS EMPOWERED TIMELINE (2021-2022)

July Aug Sept Oct Nov Dec Jan Feb Mar Apr May June

KEY CAMPAIGN DATES					LAUNCH	BACK TO SCHOOL	FALL CONFERENCE	RED RIBBON	HOLIDAY MESS PE MONTH	Spring Break	PROM/GRADUA	SUMMER STA	END OF YEAR
<b>PAID MEDIA - ENGLISH</b>													
<b>TV</b>	Medium	Utah - State (Stations: KSL, ABC4, Fox13, KUTV, Xfinity Network)	Deliverables	Details									
		Suggested Stations	Ad Unit	Buy Details									
		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)	TV buys include added value (e.g., matching, bonus spots, daytime segments, mentions during weather, social media posts)									
<b>Radio</b>	Medium	Spotify	Audience (Demo)	Buy Details									
		Pandora	Parents of 9-16 year-olds	Spot matching and added value in the form of radio remotes and interviews. Fighting 3 weeks on, 3 weeks off, to appear as though "always on" but in an economical way									
<b>Digital Video and Display</b>	Medium	Facebook/Instagram (views/clicks)	Objective	Ad Unit									
		YouTube (views)	Very specific targeting (e.g., Parents that are likely to drink and have alcohol in the home, frequent bars, etc.)	Image, carousel, video ads									
		Google Display (clicks)	Parents of 9-16 year-olds	Skippable video ads, bumper ads for awareness									
		Search (traffic)	Parents of 9-16 year-olds	Responsive and static display, including HTML5 rich media									
			All relevant audiences searching, brand terms to measure lift, etc.	Text Ads									
<b>Promoted Social</b>	Medium	Facebook/Instagram	Objective	Ad Unit									
			Reach, Engagement, Traffic	promoted posts and stories									
<b>Outdoor</b>	Medium	Markets (Inventory)	Vendors	Ad Unit									
		Wasatch Front (Salt Lake, Davis, Utah, Weber), St. George	Reagan, Yesco, Compass, Saunders	Bulletins, poster, dital boards, non-traditional, other. Override expected. Not buying every month, but will keep ads up continuously.									
<b>Influencer</b>	Medium	Topic Relevance	Channel	Ad Unit									
		Popular influencers to parents of teens audience: Athletes, academics, scientists, doctors, experts and kids and development talking about effect of underage drinking on the brain.	Influencers social channels to promote the cause (Instagram/Facebook, YouTube, TV, etc.)	Messaging, collateral, hashtags provided to influencers with links to Parents Empowered web and social pages, to include in their posts, videos, articles.									
<b>PAID MEDIA - HISPANIC</b>													
<b>TV</b>	Medium	Markets (# of Stations)	Ad Unit	Buy Details									
		KUTH Univision 32 is Salt Lake City's leader in Spanish local news and entertainment. They also offer counterprogramming through UniMds 32.2 (NUTH) & Telemundo	:15s, :30s, :60s	KUTH Univision does local news broadcasting every weekday at 5pm and 10pm. These are key moments to reach Hispanic parents while tuned in.									
<b>Radio</b>	Medium	Markets (# of Stations)	Audience (Demo)	Buy Details									
		KBMG and KDUT (Wasatch Front), KMES (Ogden), KEGH (Woodruff), KFUR (St. George)	Spanish-speaking parents of teens										
<b>Digital Radio</b>	Medium	Pandora, Spotify	Media	Ad Unit									
			Spanish-speaking parents of teens, including demo data (gender, age) and location	Hispanics are 21% more likely than the general population to listen to online radio each month.									
<b>Digital Video, Search and Display</b>	Medium	Facebook/Instagram (views/clicks)	Objective	Ad Unit									
		YouTube (views)	Video and Display	Image, carousel, video ads									
		Google Display (clicks)	Video	Skippable video ads, bumper ads for awareness									
		Search (traffic)	Display	Responsive and static display, including HTML5 rich media									
		Univision (cross-platform 360 messaging, with TV, digital, social and local radio)	Search	Text Ads									
<b>Promoted Social</b>	Medium	Facebook/Instagram	Objective	Ad Unit									
			Reach, Engagement, Traffic	promoted posts and stories									
<b>Outdoor</b>	Medium	Markets (Inventory)	Vendors	Ad Unit									
		All other Utah markets outside of Wasatch Front and St. George	Reagan, Yesco, Compass, Saunders	Bulletins, poster, dital boards, non-traditional, other									
<b>Influencers</b>	Medium	Markets (# of Publications)	Media	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 brain.	Influencers social channels to promote the cause (Instagram/Facebook, YouTube, TV, etc.), consider TV and Radio personalities for the Spanish-speaking audience.	Messaging, collateral, hashtags provided to influencers with links to Parents Empowered web and social pages, to include in their posts, videos, articles.									
<b>PAID MEDIA - RURAL</b>													
<b>Radio</b>	Medium	Markets (# of Stations)	Audience	Buy Details									
		~140 Radio Stations outside of the Wasatch Front and St. George area	Parents of 9-16 year-olds	Spot matching. Always on because of very economical buy in rural areas.									
<b>Digital Radio</b>	Medium	Platform (Objective)	Media	Ad Unit									
		Included in Statewide campaign shown above (will reach all rural areas)	Parents of 9-16 year-olds	Pandora and Spotify, :30s ad unit									
<b>Digital Video and Display</b>	Medium	Facebook/Instagram (views/clicks)	Objective	Ad Unit									
		YouTube (views)	Video and Display	Image, carousel, video ads									
		Google Display (clicks)	Video	Skippable video ads, bumper ads for awareness									
		Search (engagement)	Display	Responsive and static display, including HTML5 rich media									
			Search ads	Text Ads									
<b>Promoted Social</b>	Medium	Facebook/Instagram	Objective	Ad Unit									
			Reach, Engagement, Traffic	promoted posts and stories									
<b>Outdoor</b>	Medium	Markets (Inventory)	Vendors	Ad Unit									
		Box Elder, Cache, Iron, Juab, Sevier, Summit, Tooele, Washington	Reagan, Yesco, Compass, Saunders	Bulletins along I-15 and I-70 and I-80 and 30-sheet posters on side streets and city streets. Override expected. Not buying every month, but will keep ads up continuously.									
<b>PAID MEDIA - TARGETED ADVOCATES</b>													
<b>Digital Video, Search and Display</b>	Medium	Markets (# of Stations)	Ad Unit	Buy Details									
		Facebook/Instagram (views/clicks)	Video and Display	Image, carousel, video ads									
		YouTube (views)	Video	Skippable video ads, bumper ads for awareness									
		Google Display (clicks)	Display	Responsive and static display, including HTML5 rich media									
		Search (engagement)	Text ads	Text Ads									
		Targeted placements reaching teachers, school administrators, etc	Display ads, articles	Ad placements in relevant publications, digitally									
		LinkedIn	Display ads	Targeting administrators and other relevant leaders in Utah									
<b>Promoted Social</b>	Medium	Facebook/Instagram/LinkedIn	Objective	Ad Unit									
			Reach	promoted posts and stories									
<b>PR AND COMMUNITY ENGAGEMENT EVENTS</b>													
<b>Partnership with State Leadership</b>	Deliverable	Formal Media Event	Tone/Style	Direction									
		Community Engagement Event	Awareness Issue - Harms	On location PR event - publicity (call to action)									
<b>Mayors Speakout for Change</b>		Mini Grant Publicity - Rural	Resources and Partners	On location PR event - publicity (resources)									
<b>Public Private Partnership Alert</b>		Parent Engagement Event	Awareness Issue - Skills	Digital alert release - publicity (resources)									
<b>Influencer Engagement Highlight</b>		Formal Media Event	Resources and Partners	Digital alert release - publicity (resources)									
<b>Public Community Partnership Event</b>		Community Engagement Event	Awareness Issue - Skills	On location PR event - publicity (partnerships)									
<b>Partnership with State Leadership</b>		Mini Grant Publicity - Rural	Awareness Issue - Harms	On location PR event - publicity (call to action)									
<b>Hispanic Latino Resource Outreach</b>		Parent Engagement Event	Resources and Partners	Digital alert release - publicity (resources)									
<b>Private Community Partnership Event</b>		Formal Media Event	Awareness Issue - Harms	Digital alert release - publicity (resources)									
<b>Social Influencer Event</b>		Community Engagement Event	Awareness Issue - Skills	On location PR event - publicity (call to action)									
<b>Mayors Speakout for Change</b>		Mini Grant Publicity - Rural	Resources and Partners	Digital alert release - publicity (resources)									
<b>SOCIAL MEDIA AND INFLUENCER</b>													
<b>Month Evergreen Social Content</b>	Details	Weekly content for 52 weeks	Awareness and CTA	Static and video									
<b>Monthly Social Highlight</b>		Monthly custom promoted content	Awareness and Resources	Video									
<b>Community Voice Video</b>		Messages from community leadership	Harms Focused Message	Static and Video									
<b>Featured Private Partner</b>		Creative content request	Awareness and Resources	Video									
<b>Promoted Media Content and Message</b>		Boosted social content based on engagement	Awareness and CTA	Static and Video									
<b>UGC Request and Push</b>		Request from influencers for self-created content	Skills Demonstration (BBM)	Static and Video									
<b>Featured Public Partner</b>		Creative content request	Awareness and Resources	Static and Video									
<b>CREATIVE DEVELOPMENT</b>													
<b>OOH (Round 1)</b>	Message/Direction	Brand Campaigns	Channel	Details									
		Brand Campaigns - Awareness	Outdoor	Harms-based message - 30 sheets and bulletins									
<b>:60 Hero Video</b>		Video - Support	Digital and social	Anthemic messaging; harms, skills and parents #1									
<b>Primary Video (TV) Content - English and Spanish</b>		Video - Support	Digital and social	:30, :10, :15 video content									
<b>Primary Audio (Radio) Content - Spanish and English</b>		Video - Support	Digital and social	:60, :30, :15 audio content									
<b>Influencer Activations</b>		Awareness into resources	Digital and social	Role model skill based behaviors - ragted bloggers									
<b>Rural Radio Development</b>		Awareness into resources	Digital and social	:60, :30 radio with rural content									
<b>Social Media Harms Messaging</b>		Brand Campaigns	Digital and social	Nurture sequence digital messaging									
<b>Digital ads (Round 1) - brand</b>		Behavior change - skills	Social, digital and News	Harms-based messaging for digital series									
<b>Animated social posts</b>		Skills Campaign	Digital and social	Skills messaging in animated form - digital									
<b>OOH (Round 2)</b>		Skills Campaign	Outdoor and Transit	Skills-based message - 30 sheets and bulletins									
<b>:30 Skills Video Series</b>		Skills Campaign	Digital video and broadcast	:30, :10, :15 video content									
<b>Digital ads (Round 2) Skills</b>		Brand Campaign	Digital and social	Nurture sequence digital messaging									
<b>Style guide update</b>		Skills Campaign	Print	Updates to brand style guide with audience reform									
<b>Radio :30 spot(s)</b>		Skills Campaign	Digital and broadcast	:60, :30, :15 audio content									
<b>Latino :30, :60 TV spots</b>		Skills Campaign - Spanish	Digital and broadcast	:30, :10, :15 video content									
<b>Website</b>		Brand Campaign	Online	Web audit, UX planning, content mapping, CMS, etc.									
<b>Digital ads (Rural) Skills</b>		Brand Campaign	Digital and social	:60, :30, :15 audio content									
<b>Brochures</b>		Brand Campaign	Print	Collateral development and printing									
<b>Posters</b>		Brand Campaign	Print	Print series for community distribution - harms and skills									
<b>Collateral: t-shirts, prevention tools, etc.</b>		Brand Campaign	Print	Collateral development and printing									
<b>Nontraditional Guerilla (outreach)</b>		Skills Campaign - community outreach	Social and Digital	Community partnership development and physical messaging									
<b>MINI GRANTS</b>													
<b>City Mini Grant #1</b>	Strategic Tone/Message	Call to action	Deliverable/Dates	Details									
		Custom content for city-based with public/private partnership	Awareness and partnership(s)	Targeted media, custom cultural content and public outreach - Aug thru Sept									
<b>County Mini Grant #1</b>		Custom content for County with public/private partnership	Awareness and skills	Targeted media, custom cultural content and public outreach - Sept thru Oct									
<b>Private Grant #1</b>		Custom content for TBD with private partnership	Awareness and Harms	Targeted media, custom cultural content and public outreach - Oct thru Nov									
<b>City Mini Grant #2</b>		Custom content for city-based with public/private partnership	Awareness and Brain Damage	Targeted media, custom cultural content and public outreach - Nov thru Dec									
<b>County Mini Grant #2</b>		Custom content for County with public/private partnership	Awareness and partnership(s)	Targeted media, custom cultural content and public outreach - Dec thru Jan									
<b>Private Grant #2</b>		Custom content for TBD with private partnership	Awareness and partnership(s)	Targeted media, custom cultural content and public outreach - Jan thru Feb									
<b>City Mini Grant #3</b>		Custom content for city-based with public/private partnership	Awareness and skills	Targeted media, custom cultural content and public outreach - Feb thru March									
<b>County Mini Grant #3</b>		Custom content for County with public/private partnership	Awareness and Harms	Targeted media, custom cultural content and public outreach - March thru April									
<b>Private Grant #3</b>		Custom content for TBD with private partnership	Awareness and skills	Targeted media, custom cultural content and public outreach - April thru May									
<b>WEBSITE</b>													
<b>Primary Landing Page</b>	Required service	Tone/Message	Time/schedule	Details									
		Full design, UX, Programming, Dev	Brand Campaign	12 weeks, 2 client RVWs, 2 working sessions									
<b>Brand Asset Library - CMS (Update)</b>		Full design, UX, Programming, Dev	Brand Campaign	10 weeks, 2 client RVWs, 3 working sessions									
<b>Purpose-based landing pages</b>		CMS, Asset Dev, Password protected, Library	Resources	8 weeks, 3 client RVWs, 1 working sessions									
<b>Current News</b>		Custom message-based micropages - banner based	Skills	12 weeks, 4 client RVWs, 4 working sessions									
<b>Campaign Partners</b>		Full design, UX, Programming, Dev	Brand and Events	4 weeks, 2 client RVWs, 1 working sessions									
<b>SEO Campaign</b>		Full design, UX, Programming, Dev	Community outreach	8 weeks, 2 client RVWs, 2 working sessions			</						