

CalABLE Marketing Campaign

Creative, Media Plan and Success Metrics

CalABLE Board Meeting
October 2, 2019



Creative Process

- Key messages developed and approved.
 - Interviews with CalABLE partners
 - Input from subject matter experts
 - Research
 - In-depth conversations with CalABLE staff
- Once messaging was approved, creative concepts were developed, and feedback was provided by Dante and CalABLE partners

Approved Creative

Parents/guardians of a child with a disability



**Dream.
Save.
Succeed.**

Prepare for your child's future.
Protect their benefits with CalABLE.



Approved Creative

Working adults with a disability



**Dream.
Plan.
Achieve.**

Prepare for the future.
Protect your benefits with CalABLE.

The CalABLE logo, which includes a stylized blue and yellow icon above the text "CalABLE" in a blue, sans-serif font.

Paid Media Campaign Timeline

Media Strategy & Delivery

- Planned Budget: \$75,000
 - Added Value: \$15,500
- Consistent messaging from October 2019 – February 2020
- Estimated Impressions: 7.87 million
- Sagent will be reviewing the campaign reporting to ensure the most responsive target audience is being reached.

Planned Reporting Metrics

Media Key Performance Indicators (KPIs)

- Display & mobile ad messenger (MAM)
 - Impressions Delivered
 - Click-through-rate
- Video
 - Completed views
 - Click-through-rate
- Social
 - Engagement rates
 - Clicks, likes, shares
- Eblasts
 - Open rates
 - Clicks
- Search
 - Clicks
 - Cost-per-click

QUESTIONS & ANSWERS

