



2025 Marketing Campaign Update

December 18, 2025

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Executive Summary

Phase II Update: 2025 CalKIDS Integrated Campaign

- **Strategy & New Initiatives:**
 - Launched a multi-channel approach aligned to Back-to-School, Scholarship Month and award letter deployments.
 - Phase I insights led to a focus on high-performing digital channels.
 - Introduced new media channels— TV, Radio/Audio, Influencer Marketing, and Email – to expand targeted reach, increase educational efforts and engagement across all five key audiences.
- **Paid Media Performance Results (through October 31):**
 - Delivered 159M impressions (\$9 CPM) and nearly 700K clicks to CalKIDS.org.
 - Activity resulted in 48K eligibility starts and 17K completions (36% confirm rate).
 - Generated 22.7K clicks to outcome tracker, resulting in 12.3K claims. Digital drove 364.8K site sessions (71% new users).
 - Scaled investment and expanded mix correlated with a 56% surge in direct site traffic (Aug–Oct vs. Apr–Jul).
- **Public Relations Wins:**
 - Successfully shifted public perception, achieving 100% neutral or positive media coverage and fully mitigating previous misconceptions (a significant improvement from 8% negative sentiment in 2024).
- **2026 Refinements Informed by Research:**
 - Mid-campaign tracker will benchmark performance against early 2025 data, assessing awareness, attitudes toward benefits, and key claiming behaviors. The resulting insights will be critical for shaping the 2026 strategy.

Phase II

Performance Updates

Scaling Reach and Impact in Phase II

Getting CalKIDS Seen, Heard and Felt



Phase I. Digital-led Plan

Connected TV
Online Video
Audio Streaming
Social Media
Digital Display
Paid Search
EVERFI

Phase II. Integrated Media Plan

TV Integrated Program

NEW

Local Radio + Promotion

NEW

Influencers

NEW

Email Marketing

NEW

Connected TV

Online Video

Audio Streaming

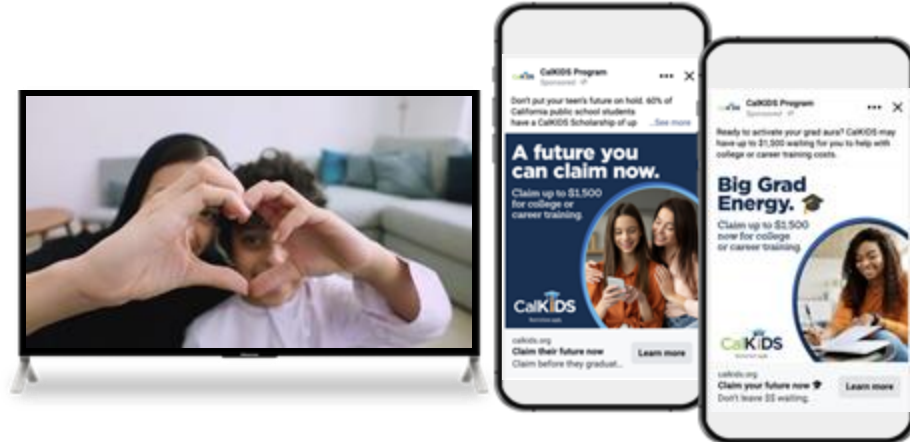
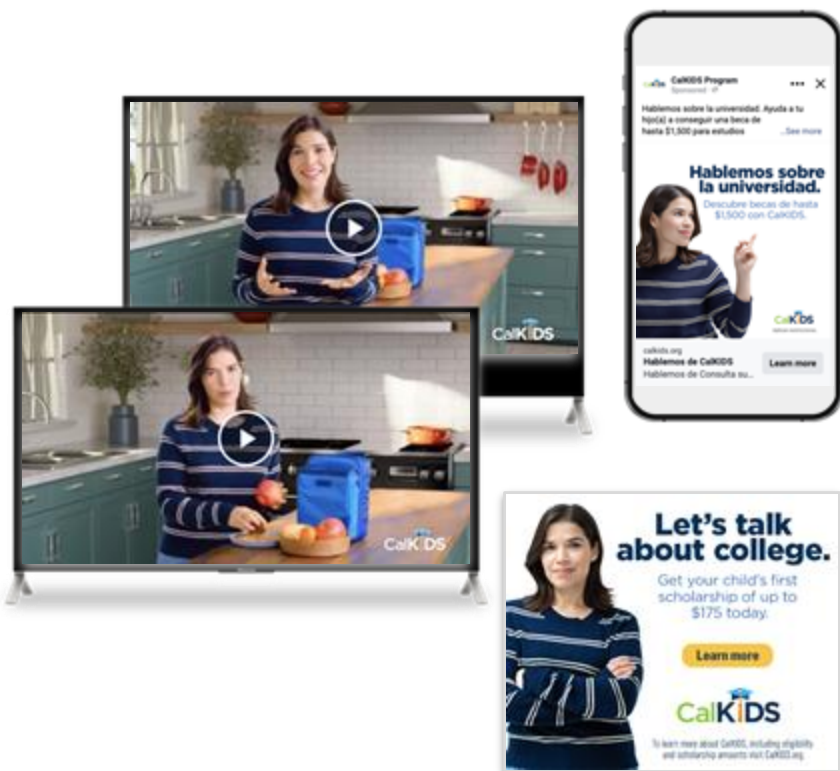
Social Media

Digital Display

Paid Search

EVERFI

All New Creative Live in Market: English & Spanish



Phase II. Connecting with Audiences Across The User Journey

Awareness

**TV Integrated Program
Radio/Audio & Promotion
Connected TV | Influencers | Digital Display**



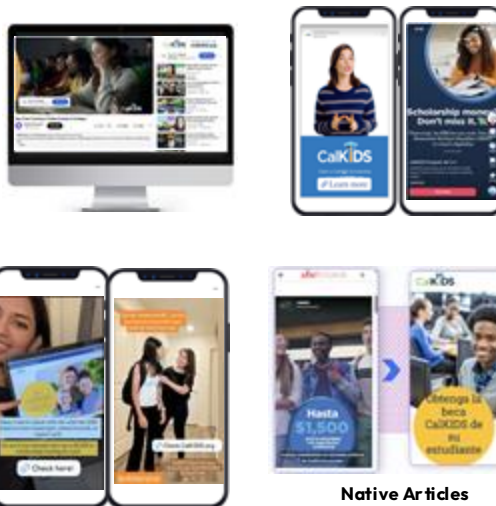
TV Vignettes, Integrated Segments
& Social Content



4-Market CalKIDS Radio
Laptop Giveaway
Promotion

Educate/Engage

**YouTube In-Feed, Shorts | Social Media
Influencers | Native Articles**

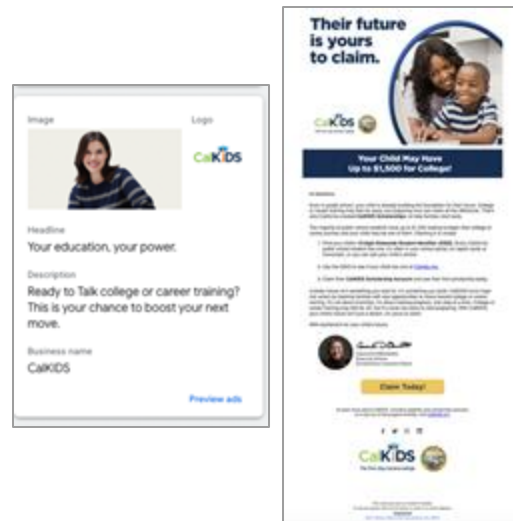


Influencers

Native Articles

Drive Action

**Google: Performance Max | Search
Email**



Email

Paid Media Delivery (4/7-10/31)

Through October, media delivered 159M impressions at a \$9 CPM (cost per thousand), generating nearly 700K clicks. We drove a total of 70,785 total Eligibility Starts and Claim Clicks, at a \$16 cost per action (*vs. \$17 in 2024*).

Awareness			Educate/Engage		Drive Action		
159 Million Impressions \$8.83 CPM			681,714 Clicks .45% CTR	\$1.74 CPC	70,785 Eligibility Stars/ Claim Clicks Total	17,083 Eligibility Confirms 36% Completed	22,705 Acct. Claim Clicks (CP \$52)
Top Channel: Social 73M Imps CPM \$5.21 Top Platform: Tik Tok with 39M imps at a CPM of \$3			Top Channel: Social 361,777 Clicks \$1.05 CPC 0.49% CTR Top Performing Platform: TikTok (174k Clicks)		\$16 Cost per Action (Total)	\$69 Cost per Eligibility Complete	12,340 Account Claims (CP \$96)

2024 Campaign Benchmarks

CPM: \$10.51
 CTR: .65%
 CPC: \$1.62
 CPA: \$17

Top Performance Insights & Recommendations (4/7-10/31)



Most claims generated by Google 46% (10,723) & Social 28% (1,025). CTV was third-highest performer, while display was lowest.

Maximize investment with performance channels (i.e., PMax, Search, Social & Performance CTV. Optimize away from display.



Students were more engaged than Parents with .52% CTR (click thru rate) and delivered 84% of the total claims.

Continue to prioritize our student audiences while maintaining Parent outreach.



Only 36% of users who started Eligibility Tool were eligible. Users still bypassing eligibility tool and going straight to outcome tracker.

Ongoing education to streamline user journey and prepare audiences to claim is required (i.e., influencer marketing, custom content, online video).



Highest eligibility confirmations seen from Everfi at 76% but scaling the program remains a key challenge.

Adding statewide email campaign, family letters initiative & cross-promotion of CalKIDS on other Everfi financial literacy courses.

Creative Performance Insights & Recommendations (4/7-10/31)



Claim Your Future showed strong conversion efficiency.

America Ferrera creative, particularly video formats across social & YouTube drove higher engagement and lower-funnel actions. Static creatives consistently drove high CTRs across Meta and Snapchat, outperforming video on TikTok.

New Nativo placements with CYF creative are showing strong early engagement.

Leverage Claim Your Future high conversion for claims and America Ferrera video for engagement.

Scale strong-performing static creatives across Meta, Snapchat, and TikTok.

Expand Nativo Claim Your Future placements if engagement trends hold.



While Spanish static creatives yielded higher CTR, English drove majority of key site actions and a strong action rate.

America Ferrera social video drove strong engagement and lower-funnel actions across Meta and TikTok, in both languages.

Spanish videos had strong performance, achieving strongest CTR on TikTok and varied effectiveness for different lengths on Meta (30-second for CTR, 15-second for eligibility starts).

Prioritize English creatives for key site actions.

Deploy America Ferrera social video across Meta and TikTok in both languages for strong engagement and lower-funnel outcomes.

Optimize Spanish video lengths on Meta (30-second for CTR, 15-second for eligibility starts).

Early Results: Recently Launched Partnerships

Amplifying Reach: 7.6 Million impressions delivered across 1,290 TV & Radio Spots.

Univision Contigo TV Program

Highlights (thru October)

- Launched 9/15 with :30 Vignettes & brand spots
- (7) key CA DMAs (LA, SF, SAC, FRE, BAK, SD, MS)
- 601 spots | 3.4M IMPs delivered
- :60 Despierta America interviews aired in (7) markets, 1x per month SEP-NOV on Univision stations
- Digital, Social, and CTV extensions amplified messaging



Audacy Radio/Audio + Promotion

Highlights (thru October)

- Partnership kicked off on 9/15 of brand spots
- (8) top radio stations in key DMAs (LA, SAC, SF, SD)
- 689 spots | 4.2M IMPs delivered
- Chromebook Giveaway Promotion:
3,160 online entries | 20 winners
- “Smart Money Mondays” promo launched 10/27 - with :60 “Smart Money Monday” creative only in Prime drive times.



Early Results: Recently Launched Programs

First Look: Influencer & Email campaigns generate positive traction

Influencer Campaign

Highlights (thru October)

- Partnering with (8) creators to reach Parents & Students, in English & Spanish
- As of 12/10, the campaign is showing positive momentum, generating 62,970 site visits, 1,675 eligibility starts, 113 eligibility confirmations and 253 account claim clicks and 32 account claims.
- @erical4perez is driving high site traffic (over 16,463), followed by @simplypetiteray (11,631 and @dantransform (9,573).
- @Limmytalks is top performing creator with most eligibility starts at 722, followed by @fatimahs.guide with 201.



Email Campaign

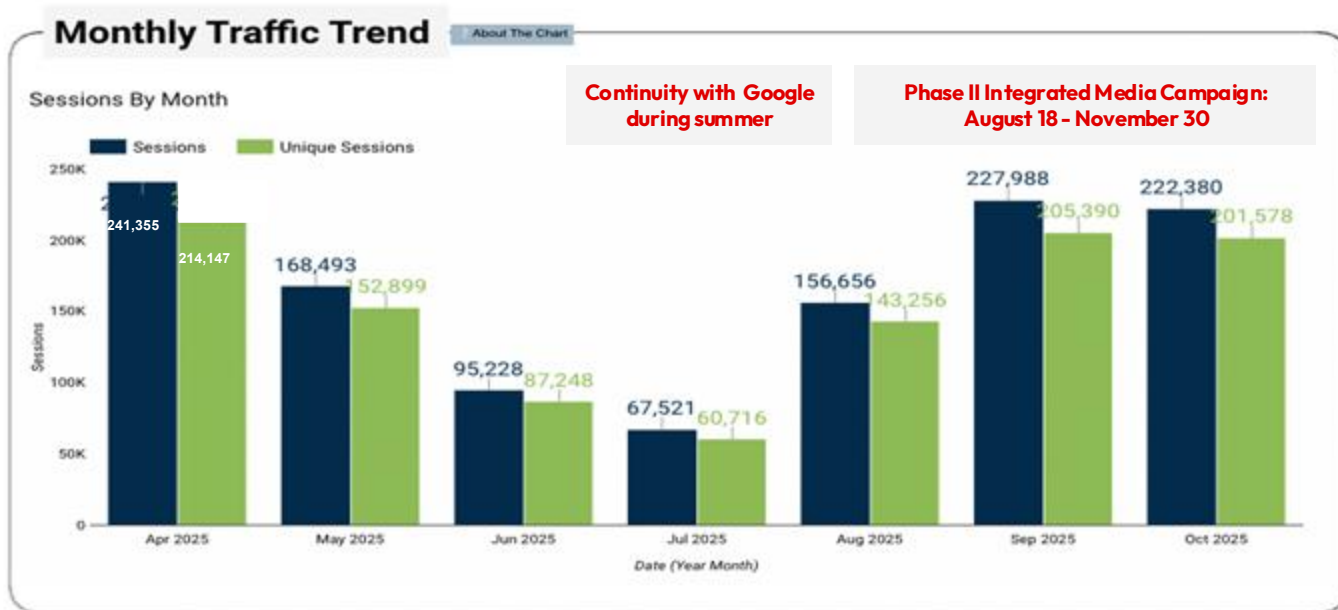
Highlights (early November results)

- The first email blast of 4.4 million was deployed on 11/12 targeting all audiences, in English and Spanish
- Early results show nearly 8,230 site visits, resulting in 92 Eligibility Starts, 25 Confirm Eligibility actions, 59 Account Claim Clicks, and 15 successful claims through 12/10.
- Second email blast planned to re-target audiences is scheduled for December 11.



Media Campaign Contributed to Site Traffic Metrics (4/7-10/31)

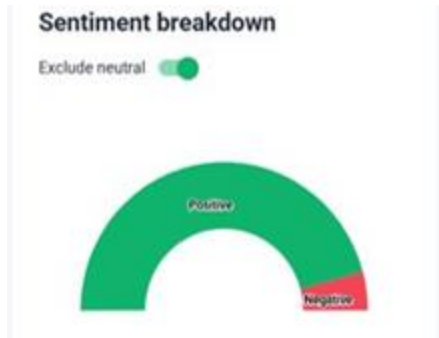
- 364.8k site sessions are attributed to digital media of which 71% were new users to CalKIDS.org
- Higher performance in Phase II aligns with higher media investment, new creative launch and a robust channel mix
- TV, Radio and some Digital channels also contributed to increase in direct site traffic, up 56% Aug-Oct (vs. April-July)



	H1 (April - July)	H2 (August - October)
% Media Spend	42%	58%
% Site Traffic	41%	59%
% Eligibility Tool -Eligible	33%	67%
% Claims	31%	69%

PR | Narrative Control

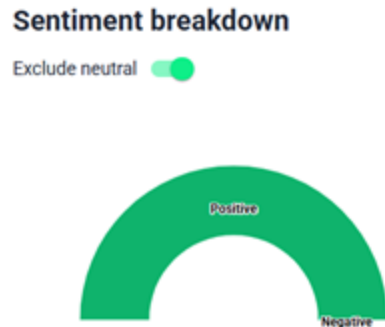
Strategic Shift: Messaging pivoted to opportunity-driven language to reflect what CalKIDS truly is: a historic investment in CA's students.



In 2024, 92% of mentions were neutral or positive, with 8% negative sentiment, reflecting some misconceptions about the program's purpose and terminology.



In 2025, the messaging is strongly centered on higher education, scholarships, California families, and the action of claiming accounts, reinforcing an opportunity-driven narrative focused on helping children pursue education and career pathways.



The 2025 sentiment analysis shows 100% neutral or positive coverage, a clear indicator of narrative progress.

Reframed messaging:

- CalKIDS Scholarship not a savings account
- From “unclaimed” to “claim”
- The nation’s largest child development account program
- Focused on higher education inclusive of college and career training
- From “underutilized program” to a meaningful opportunity

Coverage Highlights:

Total Media Coverage: 422 placements (3/7/25-11/24/25)

- 211 direct media placements (33 ethnic media)
- Achieved 141% of our annual target, surpassing the goal of 150 direct placements
- 53 third-party pick-ups
- 158 press release pick-ups via Newswire.

Looking Ahead

Research | Brand Tracker (December - January)

Upcoming Mid-Campaign Research Focus

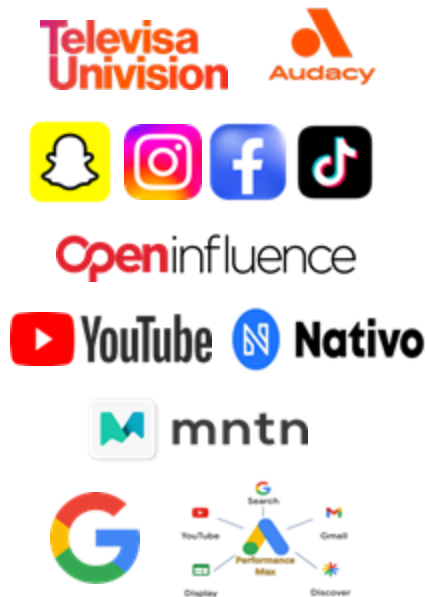
- Measure awareness of CalKIDS and comparable aid programs (unaided & aided)
- Assess beliefs and attitudes about scholarship benefits and ease of access
- Identify key information sources and discovery touchpoints (online, school, social platforms)
- Evaluate intentions and behaviors related to claiming a CalKIDS Scholarship
- Test whether concerns about sharing personal information, especially amid recent ICE-related anxiety, may deter some families from claiming CalKIDS scholarships.
- Gauge perceptions of CalKIDS' shift from a CSA to a scholarship fund.

Recruiting Criteria	Details
Wave Dates	Dec-Jan (7 weeks)
Geography	LA, Stanislaus, San Bernardino, Sac, Alameda, Fresno, San Diego
Target Segments	Five target segments*
Total Sample	3,500

*Parents with Young children: 18-44 w/ kids, 0-3, HHI < \$99,999. Parents with Grade School children: 25-44 w/ kids, 5-14, HHI < \$99,999. Parents with HS children: 35-54 w/ children, 15-17, HHI < \$99,999. Teens: 15-17 in households w/ HHI < \$99,999. Higher Ed Adults: 18-21, enrolled in college or planning, HHI < \$99,999.

2026 Strategy: Apply 2025 Learnings & Explore New Opportunities

Returning



1. Sustain Awareness, Propel Claims
Optimize Reach Partners to Support Brand-building Efforts and Fuel Growth

2. Prime Audiences with Effective Mid-Funnel Tactics
Continue with Educational & Influential Strategies

3. Optimize for Claims
Maximize Investment in High Performance Channels

New: Under Evaluation

