

Fall, 2020 TalkSooner Update & Results

Recapping a Busy August of our Public Service Announcement Campaign

- Filmed with lead anchor/talent
- Digital ad campaign
- Media interviews



Talk Sooner

Campaign Recap
Flight: August 2020

Campaign Objectives

Increase Drug Abuse Awareness Among Parents

Goals:

- Increase awareness around the resources that Talk Sooner has for parents when talking to their children about drug prevention and abuse.

Measures of Success:

- Increase in website traffic
- Increase in branded searches
- Increase in app downloads

Target Audience Overview

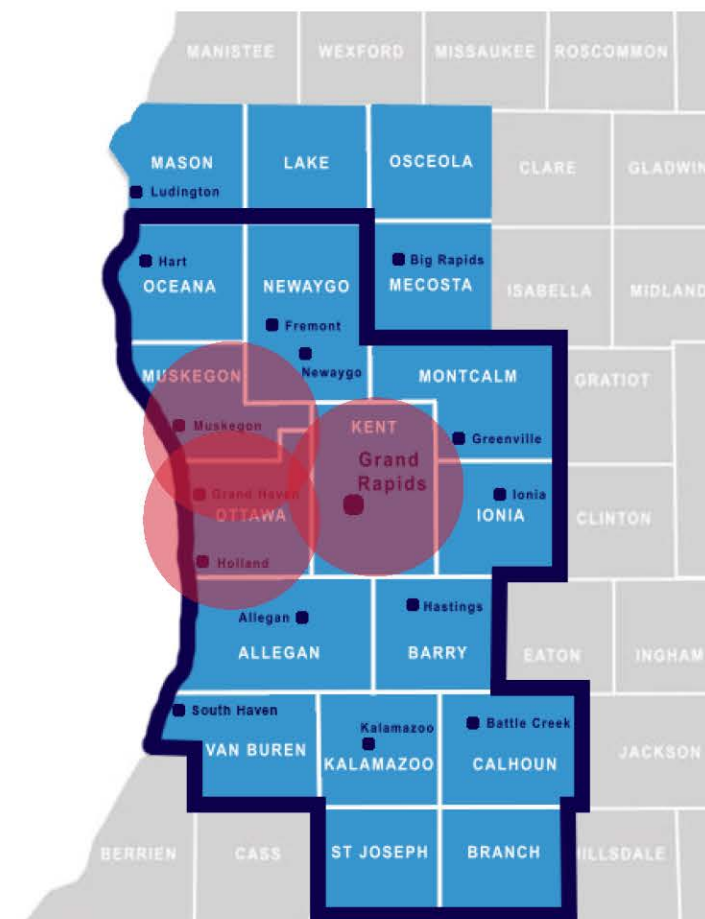


Parents

Age: Adults 25+

Geography: Kent, Ottawa & Muskegon Counties

Behavioral: parents with children who were actively searching for ways to talk to their kids about drug prevention and abuse



Broadcast Television Recap

- Goal: Brand Awareness
- Demo: Adults 25-54
- Flight dates: 8/1/20-8/31/20 – promos are continuing through September 2020

| Program | Spot Length | # of Spots Promised for August 2020 | # of Spots Delivered to-date | **Delivered Impressions |
|---|-------------|-------------------------------------|------------------------------|-------------------------|
| WZZM and Weather Network Promos (Across All Dayparts) | :15/:30 | 200 | 205 | 24,000 |
| The Exchange Appearance in *Noon News | 4-5 min | 1 | 1 | 4,100 |
| The Exchange Appearance Re-Air in *Sunday Morning News from 9-10a | 4-5 min | 1 | 1 | 4,400 |

* Moved MWM spots to Noon News and weekend morning news due to program hiatus

** Can only report on spots aired through paid schedule, not those ran through our promo team (126x CTD that are not included in the delivered impressions)

Total Impressions Delivered CTD: 128,700



Exchange Segment – 8/3 and 8/9

The **Talk Sooner** exchange segment aired on 8/3/2020 during Noon News and delivered **4,100 impressions**.

The **Talk Sooner** exchange segment then re-aired on 8/9/2020 during Sunday Morning News from 9-10a and delivered **4,400 impressions**.



https://tegna-my.sharepoint.com/:v:/p/Imoceri/ERcKV7tEXiREvbUOHb8q9eOBEdRpOvBi0-mHJFnUhu_04w?e=yC26ZI

Talk Sooner Boosted Exchange Recap



| | | | |
|-------------|--------|-------|--------|
| 40,924 | 923 | 2.26% | \$0.82 |
| Impressions | Clicks | CTR% | CPV |

*Industry Average = 0.99%

Key Insights:

- The boosted Exchange segment reached **16,300** people and had **13,068** video views
- The top performing audience was women 65+
- The post received good engagement with **15** likes, **1** comment, and **9** shares.

Branded Ad Recap



| | | | |
|-------------|--------|-------|--------|
| 80,406 | 2,304 | 2.86% | \$0.50 |
| Impressions | Clicks | CTR% | CPC |

Industry average = 0.83% Industry average = \$0.63


Key Insights:

- The branded ad reached **35,976** people and has a strong frequency of **2.23**
- The top performing audience has been women 55-64
- The post received good engagement with **118** likes, **7** comments, and **27** shares

*Wordstream 2019

13 On Your Side  Sponsored · 

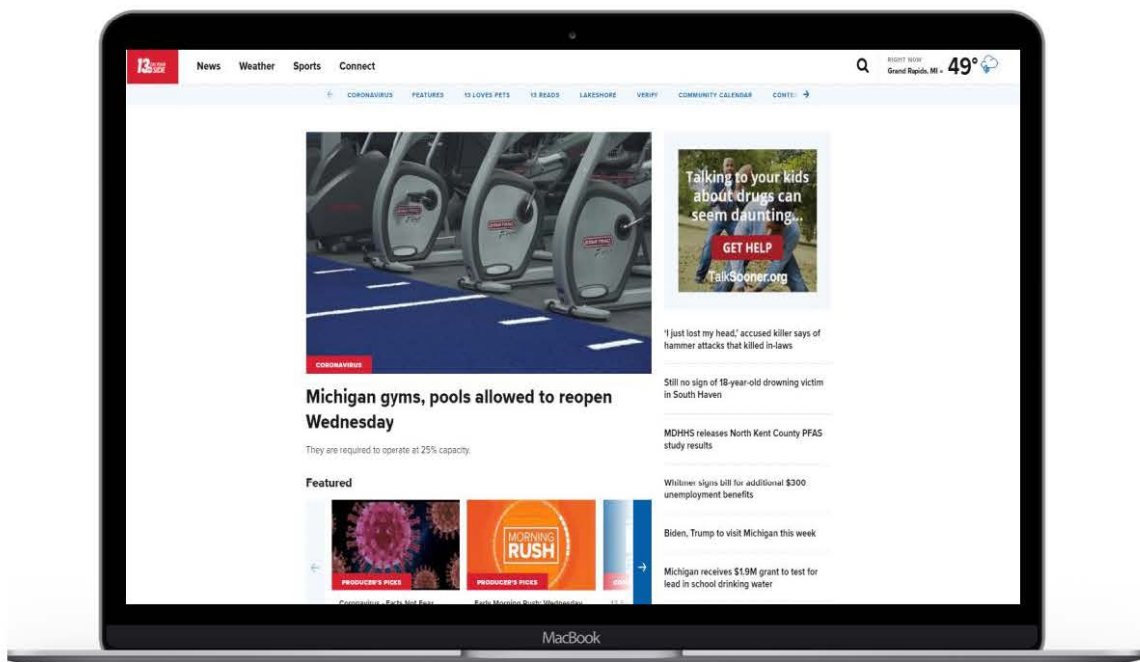
It may seem daunting to take on the task of talking to your kids about drugs, but the good news is you don't have to do it alone. It takes a village to raise a child and everyone can take part, including extended family. So talk early, talk often, and talk sooner. For helpful resources - visit <https://talksooner.org/> — with Talk Sooner.



TALKSOONER.ORG

Resources to Help Make Talking to Your Kids About Drugs Less Daunting [Learn More](#)

13 On Your Side Display Recap



185,245
Impressions

82
Clicks

0.04%
CTR%

:18
Sec. in View

| Ad Size | Impressions | Clicks | CTR% |
|----------|-------------|--------|-------|
| Pushdown | 15,217 | 8 | 0.05% |
| 300x250 | 40,005 | 1 | 0.01% |
| 320x50 | 80,020 | 48 | 0.06% |
| 728x90 | 40,003 | 6 | 0.01% |
| Preroll | 10,000 | 19 | 0.19% |

Targeted Display – Overview



| | | | |
|-------------|--------|-------|--------|
| 135,149 | 198 | 0.14% | \$1.28 |
| Impressions | Clicks | CTR% | CPC |

Key Insights:

- The industry standard for CTR is 0.05% - so our 0.14% is performing **160%** above benchmark.
- The top performing ad size has been the 320x50 mobile size in terms of clicks. This size tends to do well because of its prominent placement on mobile devices.
- The top performing search keywords have been “drug prevention assistance” and “kids+ drug resources”

| Ad Size | Impressions | Clicks | CTR% |
|---------|-------------|--------|-------|
| 320x50 | 64,713 | 87 | 0.13% |
| 728x90 | 44,688 | 81 | 0.18% |
| 300x250 | 25,748 | 30 | 0.12% |

Total Campaign Summary

Campaign Recap

To date, the campaign delivered **570,424** impressions, received **3507** clicks, and had a 0.61% CTR.



Thank You!

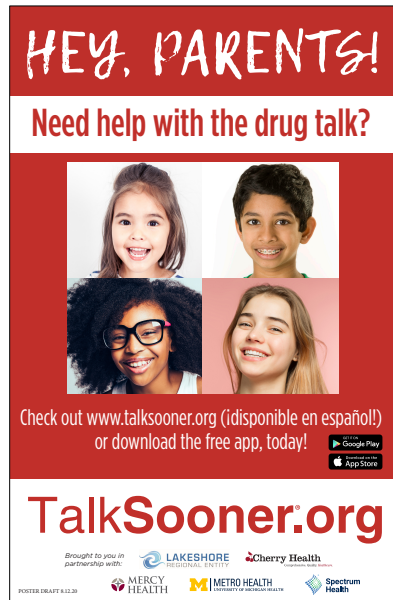
13 ON YOUR
abc SIDE

Fall 2020 – Sept./Oct./Nov.

A pilot initiative in which Mercy Health, Metro Health, Cherry Health and Spectrum Health are uniting with Talksooner as a healthcare community to bolster prevention!

Collateral Materials being ordered, printed and distributed

(health care partners would place in physician exam rooms/common areas/embed in patient after-visit summaries)



Poster



Wallet Card



Screensaver



Poster



Wallet Card



Updated Timeline

SEPT/OCT:

- Orders fulfilled, printed, shipped
- Internal Communications/Outreach

OCT/NOV:

- External Communication/Traditional/Social Media Campaign

DEC:

- Early initial results, 2021 Planning/continuation

Thank you!