

Let's Get Social!

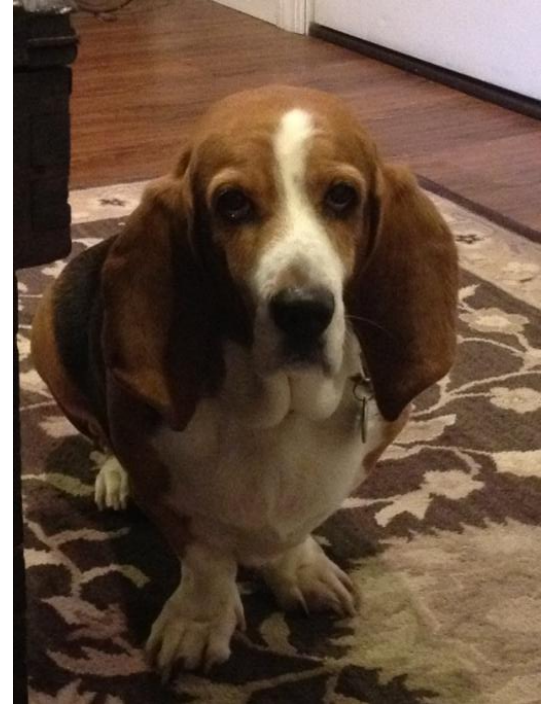
Using Social Media to Brand Massachusetts WIC

Karan DiMartino

Marketing & Media Manager

Karan DiMartino

- * Boston, MA
- * Worked @ MassWIC for over 23 years!
- * Marketing & Media Manager for last 13 years
- * I'm NOT a social media expert – but I love it!
- * I love sports, antiquing, HGTV, having fun and my basset hound - Winnie!



Fun Facts about Social Media!

- * Social Media has overtaken pornography as the #1 activity on the web
- * 93% of marketers use social media for business
- * 25% of smartphone owners ages 18-44 say they can't recall the last time their smartphone wasn't next to them
- * 4.8 billion people now own mobile phone and just 4.2 billion own a toothbrush! Gross!

Why Social Media is important for WIC?

- ❖ **Increased Brand Recognition** - Every opportunity you have to syndicate your content and increase your visibility is valuable!
- ❖ **Improved Brand Loyalty** - 53% of Americans who follow brands on social media are more loyal to those brands.
- ❖ Social media is a **relationship builder!** It's important for brands to speak with consumers!

Why Social Media is important for WIC?

- ❖ For every blog post, image, video, or comment you share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a **new participants!**
- ❖ Every social media profile you add is another path leading back to **your website!**

Why Social Media is important?

- ❖ **Decreased Marketing Costs** - 84% of marketers found as little as six hours of effort per week was enough to generate increased traffic
- ❖ **Better search engine rankings** - Google and other search engines have the capability to calculate their rankings using social media presence as a significant factor, because of the fact that strong brands almost always use social media
- ❖ **Improves Customer Experience** – It allows you to publicly demonstrate your customer service level and enrich your relationship with your customers
- ❖ **Improved Customer Insights** - Social media also gives you an opportunity to gain valuable information about what your customers are interested in and how they behave via social listening.

An Entire "Modern Family" Episode Played Out Via Claire's Laptop



Learning objectives

1. Branding of Massachusetts WIC and how it can work for your state.
2. Keys to developing an effective and comprehensive social media strategy – using Pinterest, Twitter and blogging.
3. Learn how to build a high-quality fanbase and keep it growing!
4. Learn how to use tools for measuring your social media success!

About Massachusetts WIC

- ❖ Caseload – we currently serve about 122,000 + participants monthly
- ❖ 35 Main Local Programs
- ❖ 120 (satellites) sites statewide
- ❖ 900 Grocery Store in the State accept WIC
- ❖ We moved to an electronic benefits ‘WIC Card’ in October, 2014
- ❖ April 2015, we launched our ‘WIC Shopper App’

#1 - Branding Massachusetts WIC

Social Marketing Approach

GOALS:

- ❖ Position Massachusetts WIC as a health and nutrition program for many types of families
- ❖ Portray WIC as a friendly, colorful child-oriented program

Campaign Challenges

- ❖ Branding Massachusetts WIC
 - * Increasing awareness
 - * Maintaining visibility
 - * Conveying a consistent message
 - * Portraying a uniform appearance
- ❖ Strengthening the relationships among staff, participants, retail stores and the community

Social Marketing: Project Summary

2001 – Research

- * included interviews with local program staff and interviews with health & human service providers

2002 – More Research

- * included focus groups with men, HR managers and retail stores

Social Marketing: Project Summary

2003

- * Development of draft campaign messages and collateral materials followed by an intensive 2 step pre-test (focus groups) with target audiences—current and potential WIC participants
- * The pretest provided critical feedback on all elements of the campaign—concepts, messages, and materials

The Results



- Overwhelming preferred by all groups!
- Looked warm and welcoming
- Reminded parents of their children or something their child would draw for them
- Believed that WIC is about doing good things for your kids and that a happy sun represented good things for kids
- Rounded letters are comforting, reminded them of children's lettering that might be on a toy or game, etc.

Results:

Good Food and A Whole Lot More!

- * Two taglines were tested - positive responses to both
- * Overwhelmingly preferred by men
- * Slightly preferred by eligible, non-participants
- * Several said it piqued their interest and wanted to learn more about WIC to find out the 'whole lot more'

Branding WIC

All materials, media and website should have the same:

- * Logo
- * Tagline
- * Language
- * Colors
- * Images



DO YOU HAVE A CHILD UNDER 5?
ARE YOU PREGNANT OR BREASTFEEDING?

WIC provides free healthy foods, nutrition education,
breastfeeding support and more!

Call WIC today to see if you are eligible at:
1-800-WIC-1007
or visit mass.gov/wic

 WIC

 @MassWIC

 WIC Nutrition Program • Department of Public Health
TDD/TTY: 617-624-5992
USDA is an equal opportunity provider and employer.

**GOOD FOOD and
A WHOLE LOT MORE!**

Branding Mass WIC in Media!

- ❖ All of our TV, Radio, Print Ads are a positive message – focus on healthy foods, nutrition education, and of course, cute kids!
- ❖ Any events we sponsor focus on health & nutrition
 - ✓ (ex: Health & Fitness Expo with WHDH-TV)
- ❖ Any sponsorship package includes web and social media platforms
 - ✓ (i.e. mobile ads, banner ads, streaming, shout outs on twitter, facebook, email blasts, etc...)

Mass WIC TV Spot

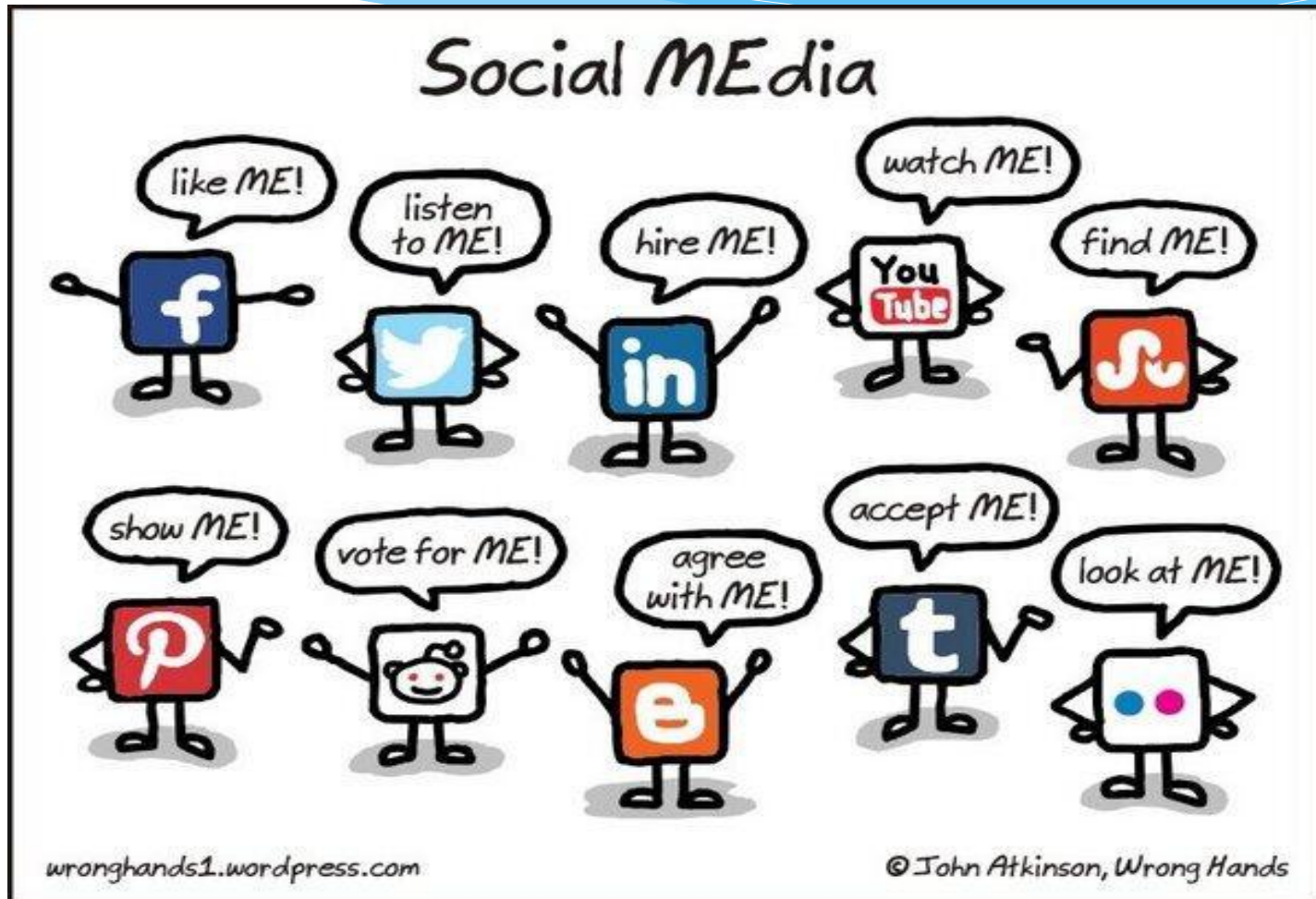


<https://www.youtube.com/watch?v=pCZZlgqPUN4>

Results

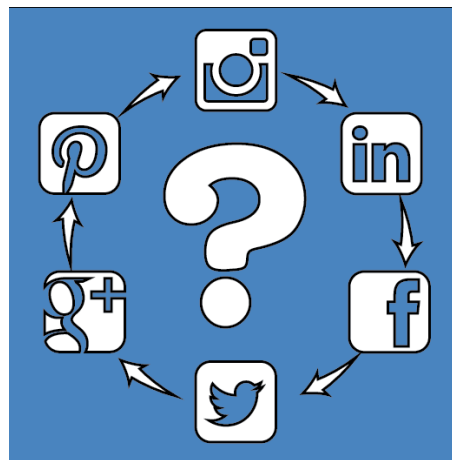
- ❖ Mass WIC has the #1 website in Department of Public Health
- ❖ Massachusetts WIC has a positive image in the community
- ❖ Consumers recognize the WIC logo in our grocery stores
- ❖ Mass WIC is used as best practice for direct marketing in the state

#2 – Keys to Developing an effective social media strategy



Choose your Social Media Platforms

It's more important to choose the sites that works best for you, your program goals, and what your clients/participants want - and then to engage them all well!



Mass WIC Platforms

State Agency

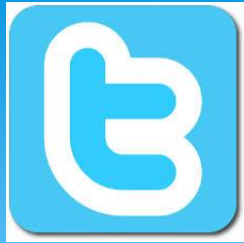
- * Twitter
- * Pinterest
- * Blogging
- * Youtube



Local Programs

- * Facebook
- * Twitter





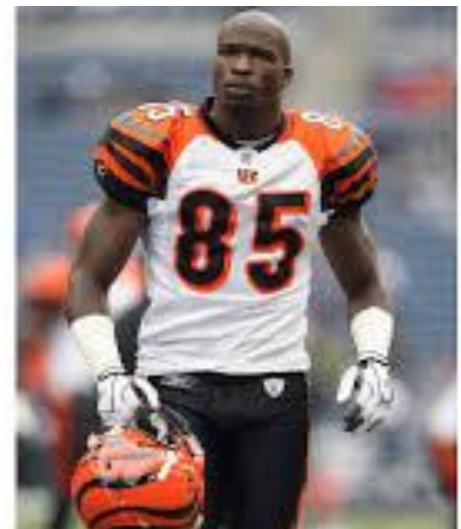
Twitter

Demographics:

- * Launched July 2006!
- * Twitter allows users to send and read short 140-character messages called "**tweets**"
- * Despite being, arguably, the second-most recognized platform out there, Twitter is 4th in usage
- * 18% of the US adult population are on Twitter
- * However, those who do use Twitter use it more frequently than other platforms, with 46% logging in on a daily basis.

Fun Facts about Twitter!

- * As of December 2014, Twitter has more than 500 million users
- * 80% users access Twitter via mobile phones
- * Chad 'Ochocinco' Johnson – 2009



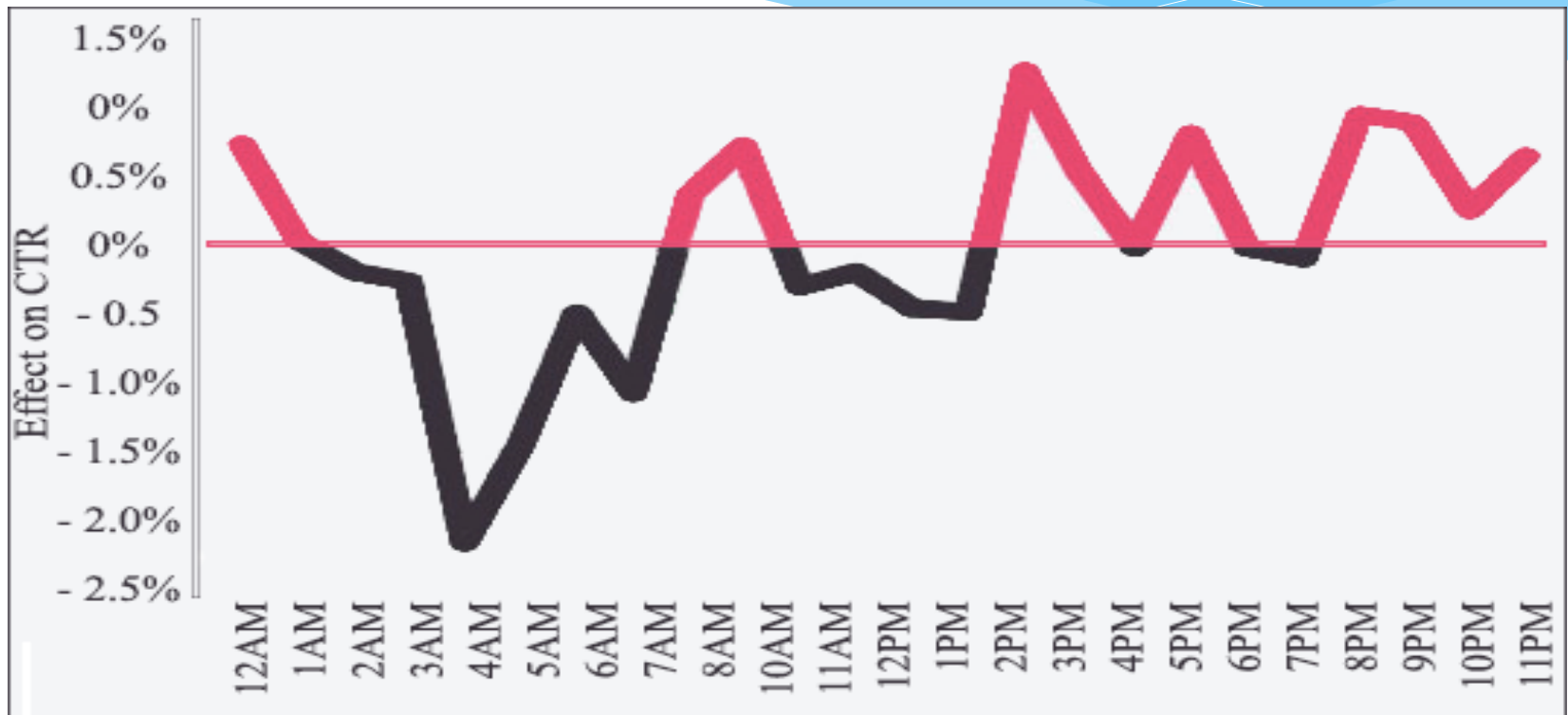
Twitter

- * A great advantage of Twitter for businesses is that its users have a higher tendency to follow brands there than they do on any other platform.
- * Users are on the site to keep up-to-date about what's going on, which is why celebrities do so well. In fact, so many Twitter-ers are there to listen and learn.
- * Only 60% are actually actively posting!
- * Twitter is the best platform for breaking news stories!
 - (MassWIC used it doing the federal shut-down!)



Follow us @MassWIC

Twitter Time!



How MassWIC uses Twitter!

- * MassWIC started using Twitter in April 2012
- * We use it to promote our services, nutrition, breastfeeding, outreach events, and changes to the Program (i.e. food updates, new App, etc...)
- * We currently have over 1,100 Twitter followers



Follow us @MassWIC

Twitter Tips

1. Assigned an accountant manager!
2. Assign days of the week for different units to contribute ideas, tweets, etc...
 - Mondays -breastfeeding, Tuesday -blog, Wednesday - nutrition tips, Thursdays - safety tips & Fridays - physical activity
3. Twitter has Trivia Tuesday, Throwback Thursday, Follow Fridays
4. Create a spreadsheet for staff to add tweets, too!
 - Start with at least a month worth



More Tips...

- * Tweet often! At least once per day!
- * Too busy? Use Hootsuite or another dashboard app to load all your tweets for the week!
- * Follow others with same interests (NWA, USDA, etc..)
- * Add pictures and URLs - it's more likely to get retweets!
 - www.tinyurl.com
- * Use #hashtags – whatever's trending

Follow us @MassWIC

#Hashtags

- * Hashtags: Clickable terms within posts that begin with the pound sign - #
- * Hashtags are terms used in Tweets, on Facebook, on Instagram, and other social networks that are **searchable, clickable, and measurable.**

Follow us @MassWIC

Most Popular #hashtags for 2014

1. #WorldCup - 21.6 million
2. #Ferguson - 16.8 million
3. #Ukraine - 9.1 million
4. #ISIS - 4.9 million
5. #Icebucketchallege - 4.6 million
6. #MH17 - 4.5 million
7. #BringBackOurGirls - 4.5 million
8. #Ebola - 4 million
9. #Sochi - 1.2 million

2014 'year of the #selfie'



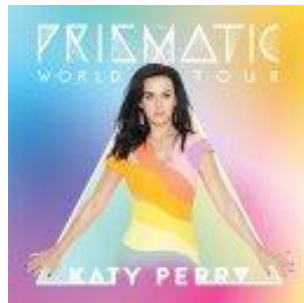
[Ellen DeGeneres](#) ✓ [@TheEllenShow](#) [Follow](#)

If only Bradley's arm was longer. Best photo ever.

[#oscars](#)

[10:06 PM - 2 Mar 2014](#)

Who has the most popular Twitter page?



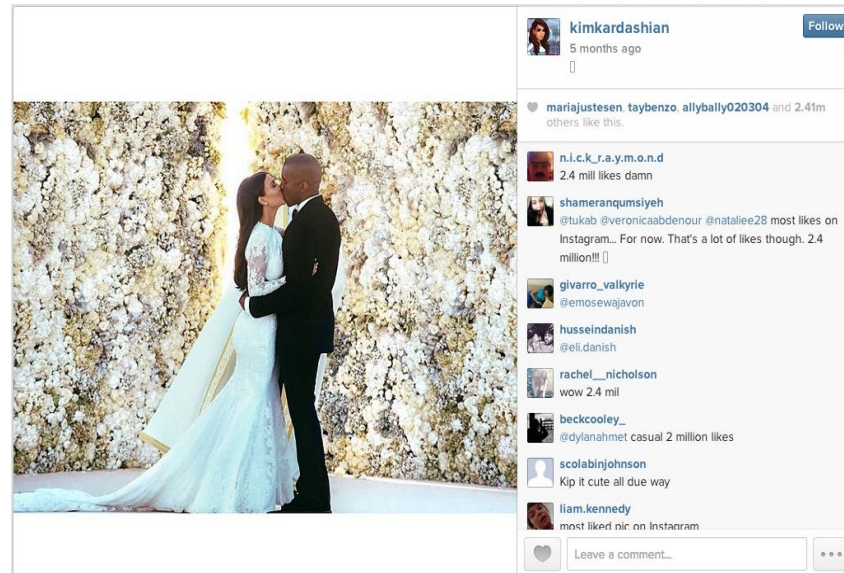
Tweet Activity

Twitter Analytics:

1. Impressions
 - number of times a user saw your tweet
2. Engagements
 - number of times a users engages with tweets (clicks, retweets, hashtags, links, etc...)
3. Engagement rate
 - (number of engagements divided by impressions)

More Social Media Fun Facts!

- * 1 in 5 couples meet online
- * 97% of the fans of Pinterest's Facebook page are women
- * Over 5 million pictures are uploaded to Instagram every day



Pinterest

Demographics:

- * In the past year, Pinterest has vaulted its way to the #3 spot as most popular social media platform
- * 21% of all US adults use it
- * **84% of those users are female** - which makes it the second most popular site by far for this demographic.
- * And it's my favorite! #justsayin



What is Pinterest?

- * *Pinterest* is an online pinboard!
- * **It's a visual site** - In fact, you can't share something on Pinterest unless an image is involved.
- * Like every other social media site, Pinterest has its own lingo:
 - When you share something on Pinterest, each bookmark is called a **pin**.
 - When you share someone else's pin on Pinterest, it's called a **repin**.
 - You group pins together by topic onto various **boards** in your profile.
- * You can also share your pins on Twitter and Facebook.



Why you should use Pinterest!

- * A report in November 2014 found that the average Pin has a real-world value of 78 cents - making it by far the most valuable social media action that users can take.
- * The same report found that each pin drove, on average, two website visits and six page-views.
- * **It's female-dominated.**

*Report was done by [Piqora](#)



How Mass WIC got started!

- * Unlike our Department website where we are limited to posting images, Pinterest gave us that freedom!
- * We started with just 3 boards in 2014
 - Breastfeeding, pregnancy, physical activity
- * We now have over 32 boards! Our most popular: Breastfeeding, Creative salads, Aww..how cute, Recipes!
- * More than **13,465** people saw Pins from [Mass WIC](https://www.pinterest.com/masswic/) on Pinterest in 2014!

<https://www.pinterest.com/masswic/>

Tips for Pinterest!

- * **Pin often!!!** Again, only as good as the user!
- * **Change the cover of each board at least weekly!**
- * **Install the “pin it” button to your browser:** Pinterest offers a free integration with all online browsers that will let you pin content to your page directly from any website.
- * **Use the free analytics tool:** This tool helps track the ways people are engaging with your content.

<https://analytics.pinterest.com/profile/>



YouTube



Who is Watching YouTube?

- * YouTube reaches more U.S. adults aged 18-34 than any cable network
- * 68% of U.S. viewers choose YouTube to watch online video
- * More than a third of all YouTube view time is of videos that are 20 minutes long

**EVERY SECOND
ONE HOUR OF VIDEO
IS UPLOADED TO YOUTUBE**

Youtube

- * 50% of YouTube's views come from mobile devices
- * 27% of US viewers access YouTube on their smartphones
- * 'Music' is the most subscribed to YouTube channel with 87 million subscribers



How MassWIC is using YouTube

- * 'How to' videos
 - How to use your new 'WIC Card'
- * TV PSAs
- * Promotional videos
- * Locals post cooking demos for participants

Our challenges with doing more videos - cost\$\$

<https://www.youtube.com/user/MassWIC>

Fun facts about Blogging!

- * Blogging actually started in the mid-90's as a personal hobby to share one's thoughts!
- * Today there are 31 million bloggers in the U.S. alone
- * 48% Caucasian, 38% African Americans, 9% other, 4% Latinos
- * 60% of businesses have a blog



Why you Should Blog:

- Your blog has the ability to play a powerful role in establishing trust with your target audience.
- 82% of the brands that blogged this year on a daily basis claimed to gain at least one new customer per blog.
- Having your brand positively appeal to your audience can earn you quality reviews and new customers.
- Internet users surveyed, 33% claim to read blogs and 11% do this daily. As blogging continues to be on the rise, readership will likely grow as well.

How MassWIC uses Blogging

- * Why MassWIC choose this Platform?
- * 'Ask MassWIC'
- * We blog weekly

Tips:

- * Google - 'National' Holiday's – i.e 'National' Immunization week, Nutrition Month, Safety Month, Skin Cancer Awareness, etc...
- * Have guest bloggers – local programs staff, DPH staff, other departments, etc...

<http://www.mass.gov/eohhs/consumer/basic-needs/food/wic/>

Fun facts about Facebook

- * 189 million of Facebook's users are '**mobile only**'
- * Half of all adult Facebook users have more than **200 friends** in their network
- * 12 percent of Facebook users say that someone has asked them to "**unfriend**" a person in their network.
- * Half of Internet users who do not use Facebook themselves live with someone who does.

Facebook

Demographics:

- * Facebook is still, far and away, the most popular social media platform
- * It boasts 1.19 billion worldwide users
- * 73% of the US adult population
- * The most evenly-distributed demographics of any platform

- * **Facebook has fallen 10% in the past year. It's well-documented decrease in popularity has been widely put down to the increase of parents on Facebook - a fact that, understandably, has terrified 17-year-olds everywhere!**

How Mass Uses Facebook

- * State office does not have a facebook page
- * 10 local program have a facebook pages (??)
- * Fan page
- * Post events in their city/community
- * Updates on Food, Recipes, Shopping App, etc...

<https://www.facebook.com/SpfldSouthWIC?fref=ts>

Top 4 Tips for Facebook

1. Facebook Posts with a photo generate 120% more engagement than simple text.
2. Posts shorter than 250 characters have 60% more engagement than longer posts
3. Thursday and Friday have 18% better engagement than other days of the week
4. Question posts have double the engagement of non-question posts

Mass WIC Challenges!

Videos – Youtube page

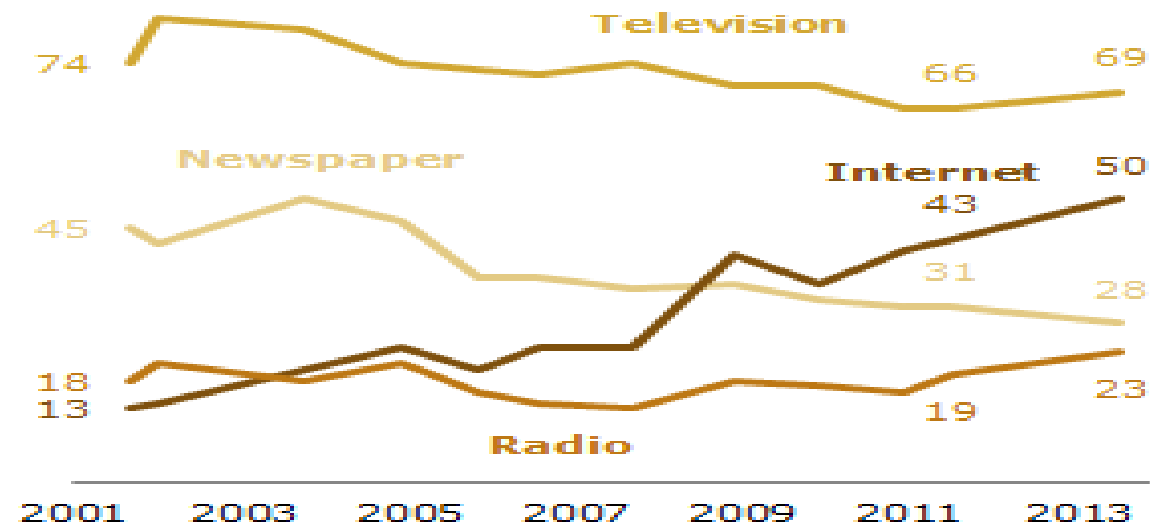
More time for each platform!

Payments for social media (CC)

- * Twitter – ‘website cards’
- * Paid advertising on social media

Where does your info come from?

Main Source for News



PEW RESEARCH CENTER July 17-21, 2013. Q46.
Respondents were allowed to name up to two sources.

Especially younger Americans: [71% of those 18-29 cite the internet as a main news source](#)

How Mass WIC integrates SM into our Marketing Campaigns



Radio Campaigns

- * Radio PSAs
- * Banner ads & hyperlinks
- * Streaming Video Pre-rolls
- * Mobile Banner Ads
- * Loyalty Email Clubs
- * Promotions



September 2014 – June 2015

COUNTRY 102.5FM

- Red High Heel Club Sponsorship
- Grocery Stores blitzes
- 24 hour WKLB.com takeovers
- live commercials
- WIC PSAs



WKLB - Country 102.5FM is a top with adults & women 18-44 with one or more children under 18 and whose annual household is below \$50,000.

Country also has over 23% of their listeners who are Asian or Hispanic

Grocery Store Blitz STOP & SHOP EVENT




WIC
GOOD FOOD and
A WHOLE LOT MORE!
1-800-WIC-1007



COUNTRY 102.5'S FACEBOOK PAGE

LISTEN TO WIN

CRASH MY PLAYA

JANUARY 23-27
• 2015 •

NEW HIT
Country 102.5

LUKE BRYAN
FLORIDA GEORGIA LINE
COLE SWINDELL
MONTY BRADLEY
ERIC PASLAY
CHRIS STAPLETON • KELLEIGH BANNEN • DJ ROCK

Country 102.5 WKLB
Boston
Radio Station

Like Following Message

Timeline About Photos Reviews More

PEOPLE

5 stars
62,051 likes

Corey Gallagher, Kate Kearney and 76 other friends like this or have been here.

+73

Invite your friends to like this Page

Country 102.5 WKLB Boston
about an hour ago

Join Kruser after her show today at Stop & Shop on McGrath Highway in Somerville on from 4-6p for a nutritional event sponsored by WIC, plus register to win a Stop & Shop gift card! Learn about healthy food choices for your family and get your healthy food answers!

Like - Comment - Share

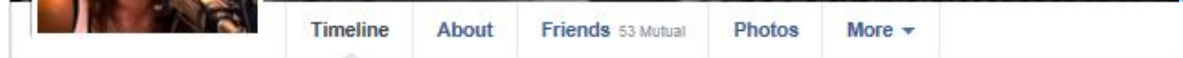
11 people like this.

Write a comment...





CAROLYN'S PERSONAL FACEBOOK PAGE



ABOUT

- Country 102.5 midday personality at Greater Media Boston**
May 1993 to present
- Studied at Emerson College**
Past: Cohasset Junior - Senior High and New Canaan High School
- Lives in Milton, Massachusetts**
- Hometown**
- Married**
- Followed by 343 people**

FRIENDS - 4,516 (53 Mutual)

Carolyn Kruse 53 mins · 🌐

Hey, in the Somerville area later?
I'll be heading out soon! Hope to see you at Stop N Shop on McGrath Hwy from 4- 6 with Country 102.5 and WIC. Get info, play to win prizes, and enter to win S n S gift cards!

Like · Comment · Share

👍 15 people like this.

- Nadine Morris Brodie** There's a S&S on McGrath Highway (corner of McGrath and Southern Artery) in Quincy...there's one on McGrath Highway in Somerville too?!? Who knew!
50 mins · Edited · Like · 🌟 1
- Carolyn Kruse** Definitely McGrath Hwy in Somerville.
35 mins · Like
- Ed Gustafson Dang** Carolyn Wish you were going to Worcester so Katie and I could say hi!
34 mins · Like · 🌟 1

Write a comment...





COUNTRY 102.5'S EVENTS PAGE



LISTEN LIVE **BOSTON'S #1 FOR NEW HIT COUNTRY**

[HOME](#) [JW & LORI](#) [INSIDE COUNTRY 102.5](#) [THE MUSIC](#) [CONCERTS](#) [LIFESTYLES](#) [DO 617](#)

EVENTS

[Country 102.5 More Information...](#)

| | Event Description | Time / Location |
|-------|---|--|
| 11/18 | <p>WIC at Stop & Shop Join Country102.5's Carolyn Kruse at Stop & Shop on McGrath Highway in Somerville on Tuesday from 4-8p for a nutritional event sponsored by WIC, plus register to win a Stop & Shop gift card! Learn about healthy food choices for your family and get your healthy food answers!</p> | 4p-8p, 779 McGrath Hwy, Somerville, MA |
| 11/22 | <p>Chapdelaine Join the Country 102.5 Street Team at Chapdelaine Buick GMC on Saturday from 8a-10a for your chance to win cool prizes!</p> | 8a-10a, 199 Massachusetts Ave, Lunenburg, MA |
| 11/29 | <p>NETN's Thanksgiving Weekend Homecoming Show Come out and join Country 102.5 for a special afternoon of Country Music at Loretta's Last Call! It's New England To Nashville's Thanksgiving Weekend Homecoming Show. You'll be treated to acoustic originals from NETN's artists in Nashville style rounds. Then they will take to the stage and do your favorite cover songs with full band!</p> | 2pm - 5pm, Loretta's Last Call |

Tickets are just \$20.

ON-AIR NOW

Steve Kelly

Country 102.5 Listen LIVE



March – June 2015



**BOSTON'S #1 FOR TODAY'S HOTTEST MUSIC
AND ALL THE BEST THROWBACKS!**

Ethnic Rankers Total Week

| Adults 18-49 Ethnic = Black | | |
|-----------------------------|------------------|---------------------|
| M-Su 6a-12m | | |
| Station | Average Persons* | Weekly Cume Persons |
| 1 WJMN-FM | 2,000 | 92,300 |
| 2 WBQT-FM | 1,900 | 81,200 |
| 3 WMJX-FM | 1,000 | 54,900 |
| 4 WXKS-FM | 700 | 53,000 |
| 5 WEEI-FM | 500 | 21,300 |
| 6 WBZ-FM | 400 | 19,900 |
| 7 WBZ-AM | 300 | 19,500 |
| 8t WBMX-FM | 200 | 19,700 |
| 8t WEEI-AM | 200 | 6,100 |
| 8t WODS-FM | 200 | 26,100 |
| 8t WROR-FM | 200 | 22,000 |
| 8t WZLX-FM | 200 | 16,700 |

| Adults 25-34 Ethnic = Black | | |
|-----------------------------|------------------|---------------------|
| M-Su 6a-12m | | |
| Station | Average Persons* | Weekly Cume Persons |
| 1t WBQT-FM | 600 | 23,200 |
| 1t WJMN-FM | 600 | 27,700 |
| 3 WXKS-FM | 200 | 13,700 |
| 4t WBZ-FM | 100 | 5,400 |
| 4t WEEI-FM | 100 | 4,900 |
| 4t WMJX-FM | 100 | 14,000 |
| 4t WODS-FM | 100 | 6,200 |
| 8t WBMX-FM | 0 | 3,000 |
| 8t WBOS-FM | 0 | 1,100 |
| 8t WBZ-AM | 0 | 1,300 |
| 8t WEEI-AM | 0 | 200 |
| 8t WKLB-FM | 0 | 1,900 |

| Adults 18-49 Ethnic = Hispanic/All | | |
|------------------------------------|------------------|---------------------|
| M-Su 6a-12m | | |
| Station | Average Persons* | Weekly Cume Persons |
| 1 WBQT-FM | 1,400 | 62,700 |
| 2 WJMN-FM | 1,200 | 83,000 |
| 3 WXKS-FM | 1,100 | 84,700 |
| 4 WMJX-FM | 900 | 64,100 |
| 5 WBMX-FM | 500 | 30,300 |
| 6 WODS-FM | 400 | 43,000 |
| 7t WBOS-FM | 300 | 21,100 |
| 7t WBZ-AM | 300 | 13,500 |
| 7t WBZ-FM | 300 | 19,100 |
| 7t WEEI-FM | 300 | 14,800 |
| 7t WROR-FM | 300 | 25,600 |
| 12t WKLB-FM | 100 | 17,800 |
| 12t WRKO-AM | 100 | 1,600 |
| 12t WZLX-FM | 100 | 17,000 |

| Adults 25-34 Ethnic = Hispanic/All | | |
|------------------------------------|------------------|---------------------|
| M-Su 6a-12m | | |
| Station | Average Persons* | Weekly Cume Persons |
| 1 WBQT-FM | 800 | 30,200 |
| 2 WXKS-FM | 600 | 34,400 |
| 3 WJMN-FM | 400 | 30,600 |
| 4t WBMX-FM | 100 | 8,700 |
| 4t WBOS-FM | 100 | 7,700 |
| 4t WBZ-FM | 100 | 5,500 |
| 4t WMJX-FM | 100 | 20,400 |
| 4t WODS-FM | 100 | 14,300 |
| 4t WROR-FM | 100 | 10,100 |
| 4t WZLX-FM | 100 | 8,000 |
| 11t WBZ-AM | 0 | 2,500 |
| 11t WEEI-AM | 0 | 1,500 |
| 11t WEEI-FM | 0 | 2,200 |



OVERALL CAMPAIGN

Radio:

- * Commercial campaign will be voiced by former New England Patriots player, Jermaine Wiggins. Wiggy is a lifetime MA resident whose Mother was on WIC while growing up.

Digital Media Advertising:

- * Increase traffic to the WIC nutrition website with features and benefits of the website utilizing retargeting in lower income zip codes and specific keyword searches.
- * On line audio stream on hot969boston.com

Promotional Activation:

- * WIN with WIGGY



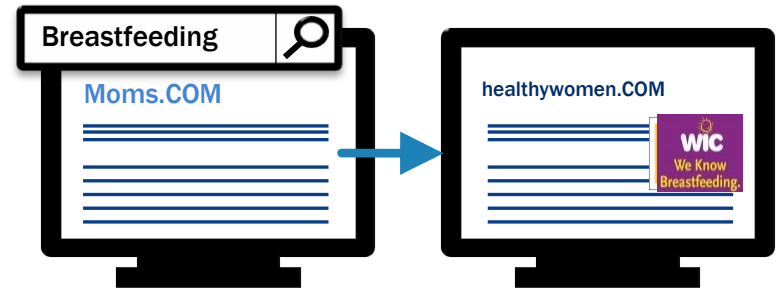
DIGITAL DISPLAY RETARGETING

Retargeting is an online advertising strategy that involves serving website visitors advertisements based on their prior Internet use. Retargeting allows WIC to connect with a website visitor who has left the site without acting.

SEARCH TARGETING:

People searching for your services

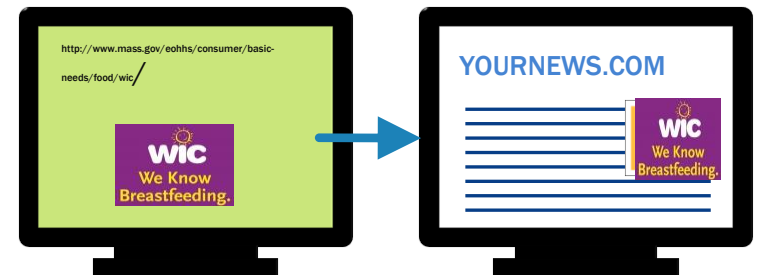
As users perform searches across the web, we collect data associated with those searches. Based on the keywords they have searched, we show your ad to those who have performed searches relevant to your products and services.



SITE RETARGETING:

People who know you

Users visit your website. Unfortunately 97% of site visitors will leave without taking action. We show them your ad as they browse the internet and remind them of your brand and to come back when they are ready to buy.



Promotion - WIN WITH WIGGY & WIC



WIC, HOT 96.9 and Wiggy are giving listeners a chance to win the hottest tickets of the Summer... **NKOTB, TLC and Nelly !!!**

WIN WITH WIGGY AND WIC:

- Tweets
- Promotional announcements
- Facebook Posts
- 2x pairs of tickets to be given away on line through our retargeting campaign.



Sports Team



CAMPAIGN ELEMENTS

On-Air – 32 Games:

- 2x WIC PSAs during the game voiced by a New England Revolution player
- WIC PSAs run through- out the campaign
- Promotional announcements

On-Line

- 300x250 to be included on the Revolution page on 985thesportshub.com
- 500,000 impressions



CAMPAIGN EVENTS

The New England Revolution will also host 5 WIC families during the course of the season. Chosen WIC families will receive a family four pack to the game as well as a meet and greet with a New England Revolution Player

At the appearances, players will sign autographs, take pictures and speak about the benefits of a healthy eating and a healthy lifestyle to the families



MAY - KISS CONCERT



The annual KISS Concert will be celebrating it's spectacular 36th year as Boston's premiere entertainment event!

**This year the show will be on
Saturday, May 16th, 2015
at the Xfinity Center in Mansfield, MA
with an attendance of 20,000+.**

As in years past, a donation from KISS Concert 2015 will go to the Genesis Fund, a highly effective, non-profit organization that provides funding for the specialized care and treatment of children born with genetic diseases, birth defects, and mental retardation.

KISS 108 FM has donated over \$1.6 million dollars to the Genesis Fund over the years!



**THE GENESIS
FOUNDATION
FOR CHILDREN**

Enhancing Care. Enriching Lives.

KISS CONCERT 2015 ARTISTS



Kelly Clarkson



Nick Jonas



Ne-Yo



Zedd



Jason Derulo



Fifth Harmony



Flo Rida



Hilary Duff



Ella Henderson



Rachel Platten



Natalie La Rose



Betty Who



Laura Marano



B-Capp

ON-STAGE THANK YOU

WIC will receive at least one on-stage mention by a KISS 108 personality in between performances as the audience is eagerly awaiting the announcement of the next act.

KISS 108 personalities (or a pre-recorded voice) will thank each individual sponsor, including WIC for helping make this event a success.

Example

Example: SPECIAL THANKS TO The Massachusetts WIC Nutrition Program...find out how your family can get free food and free nutritional advice from the program by calling 1-800-WIC-1007

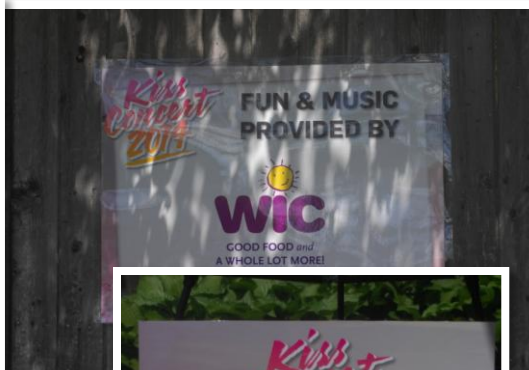


SIGNAGE EXPOSURE

As an official sponsor of KISS Concert 2015, WIC will receive excellent on-site promotional elements which provide visibility and align WIC with the event to let fans know that your company helped make their concert experience possible.

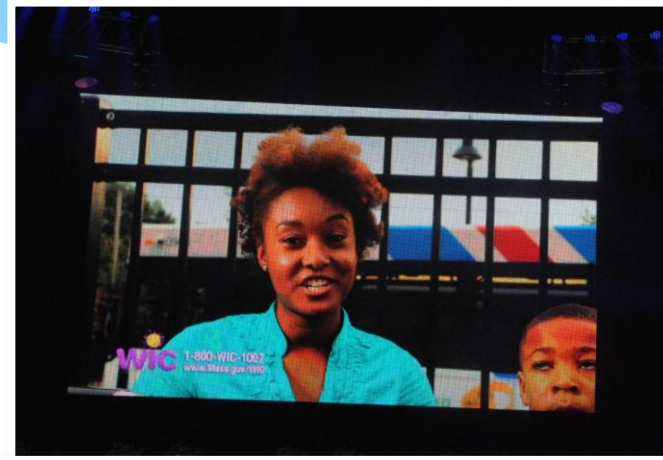
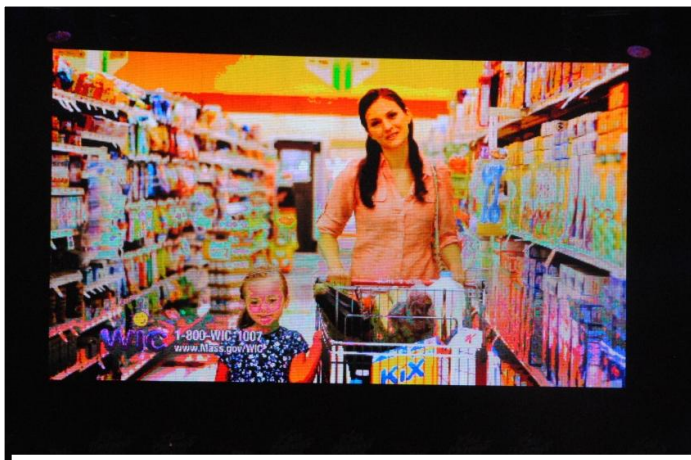
Signage & State Area Video Screens

The WIC logo will be displayed on event signage throughout the venue. Signage will also be displayed at the Pre-Party, in the client VIP and Sponsor BBQ's as well. WIC's logo will also be displayed on stage-area video screens.



PSA AT THE SHOW

As a sponsor of KISS Concert 2015, WIC will receive 1x video commercial to air during the concert event on video screen.



ONLINE PRESENCE

For the four weeks prior to the event, KISS108 will host a special KISS Concert 2015 Sub-site on our heavily-trafficked KISS108.com website

Listeners will visit this sub-site for complete event information including line-up, artist bios, general info, event wrap-up and recap photos and videos of stars and interviews. As a KISS Concert 2015 sponsor, WIC will be featured here with your logo.



HOME TAKEOVERS

Kiss 108.1fm Kiss Club - On Air - Music - Calendar - Connect - Search/Keyword

Listen Live on 99.1MHz HD
Now Playing on Kiss 108 Thinking Out Loud by Ed Sheeran
On Air Matty in the Morning

DO YOU HAVE A CHILD UNDER 5? ARE YOU PREGNANT OR BREASTFEEDING?

WIC provides free healthy foods, nutrition education, and more!
Call WIC today at 1-800-WIC-1007 or visit mass.gov/wic

Kiss Concert 2015!
by Cliff, Nick Jonas, Ha-Yo, Zedd, Jason Derulo, Pit Bull

Powered By: **The Feed**
Latest: Blogs News Photos Audio
Weather & Traffic 51° Alerts
Photo Gallery
Taylor Swift gave a fan girl money for Calvin Harris. Plus, Kanye hits the courts at the Supreme. Is Taylor Swift giving Gigi model status again? and more!
More Galleries >
Concerts | The Script

WIC
WIC can help! WIC provides free healthy foods, nutrition education, breastfeeding support and more!
Call WIC today at 1-800-WIC-1007 or visit mass.gov/wic
WIC Nutrition Program - Nutrition Division
MA Department of Public Health
TDD/TTY: 617-624-5992
USDA is an equal opportunity provider and employer.
GOOD FOOD and A WHOLE LOT MORE!

KISS CONCERT
MEET NICK JONAS BACKSTAGE AT KISS CONCERT 2015
Have a year's chance to meet all your friends' jealous! Like Kiss 108 on Facebook and you could have the Ultimate Kiss Concert experience.

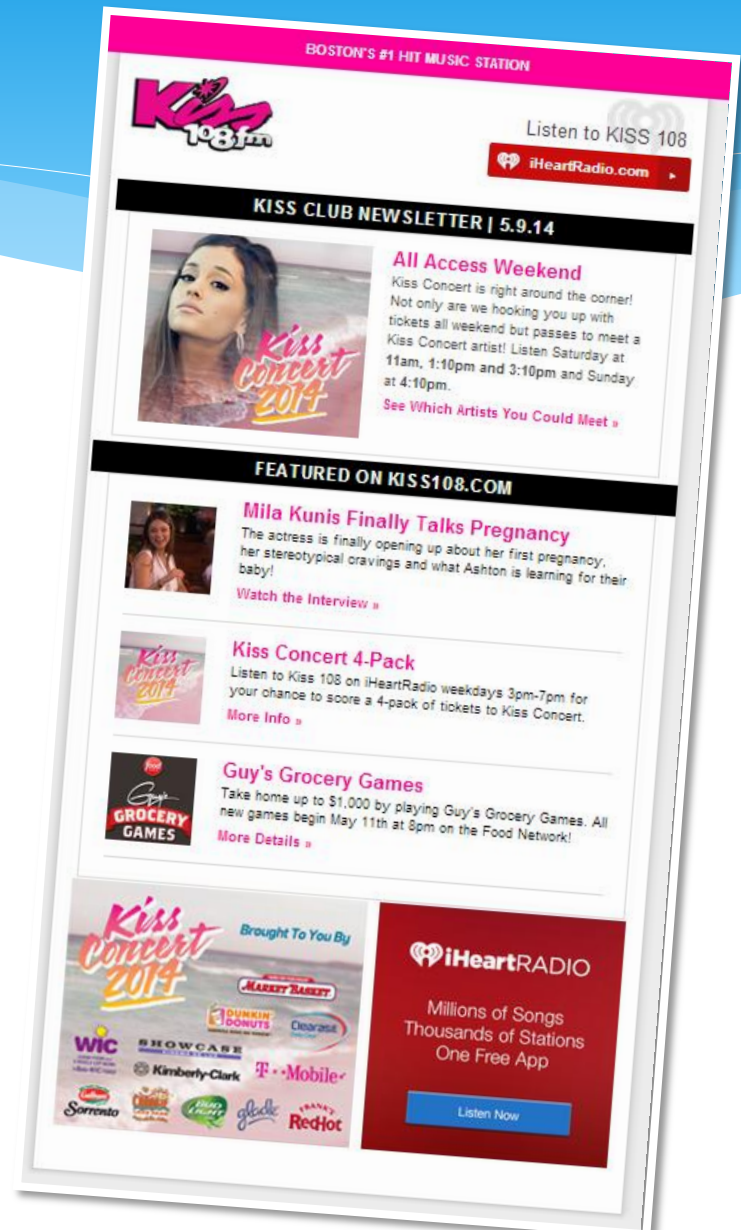
Meet Nick Jonas Backstage at Kiss Concert 2015
Have a year's chance to meet all your friends' jealous! Like Kiss 108 on Facebook and you could have the Ultimate Kiss Concert experience.

The Feed
Latest: Blogs News Photos Audio & Video Contests
Blogs | Matty in the Morning
Weather & Traffic 51° Alerts
Photo Gallery
NFL reporter Ben Volin Talks Brady Suspension With Matty
Matty talked with the NFL reporter for the Globe and ESPN about Tom Brady's suspension.
Read Full Article >

Contests
Matty Live 2015
Meet Nick Jonas
Win Kiss Concert 2015 Tickets
More Contests >

EMAIL BLAST

WIC will also be included in one KISS 108 shared e-mail blast to approximately 80,000 loyal KISS Club members

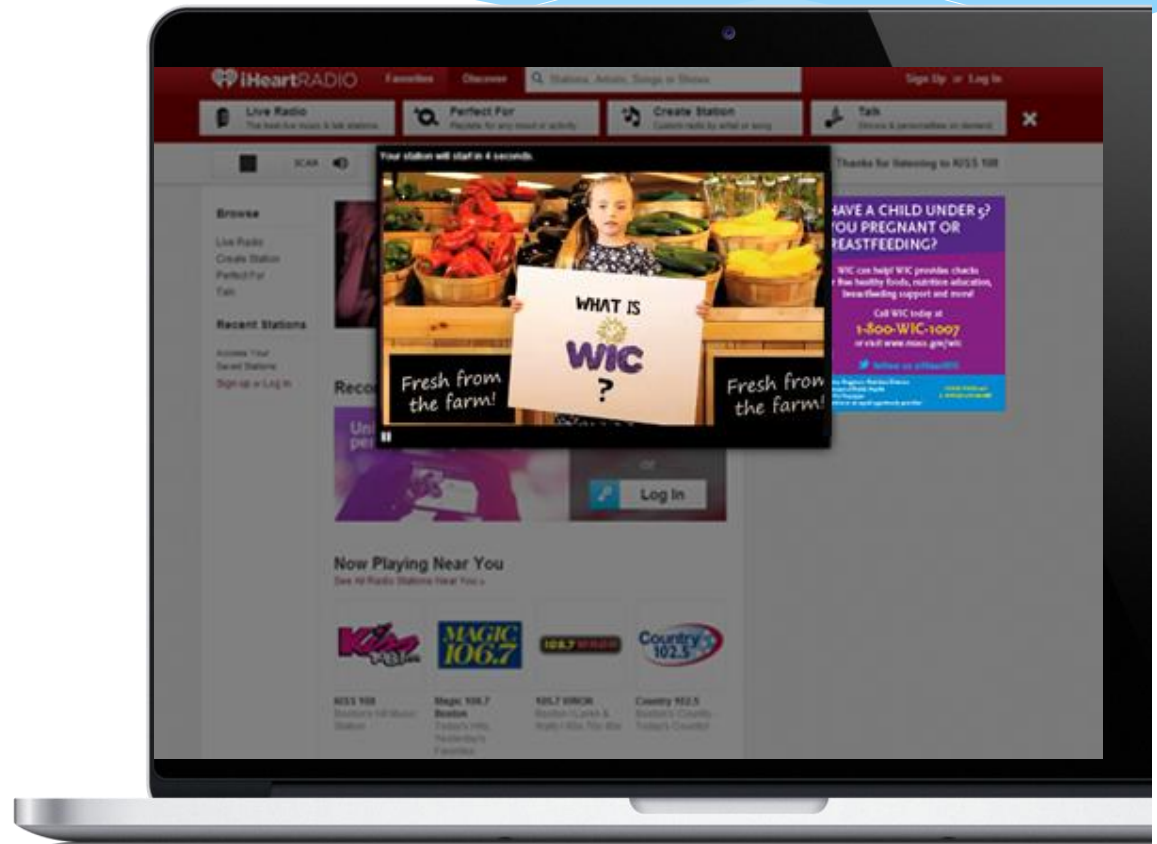
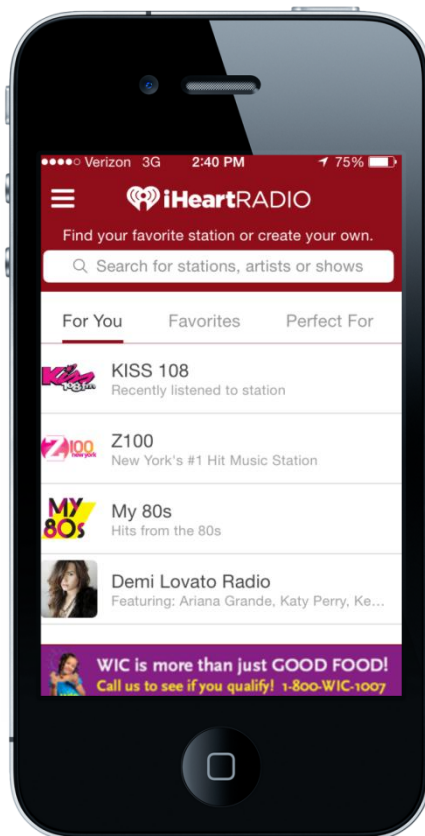


ONLINE PRESENCE

WIC will receive a total of 180,000 digital impressions the (4) weeks leading up to Kiss Concert 2015.

Mobile In-App Banner: 320x50

:15 VideoPre-Roll



2014 ONLINE HIGHLIGHTS

Kiss Concert **trended #1** in Boston and Providence (#kissconcert)

Kiss Concert **trended #2** in the **United States**

Kiss Concert had more than **36 million social media impressions**

The Kiss Concert live stream was viewed in **123 countries & 49 states**



Magic Family Summer Events

Magic 106.7FM this summer for 3 exciting events –

1. The Magic Family Film Festival
2. The Magic Beach Tour
3. Boston's Cutest Baby Contest!

* Of course, WIC will receive on-air, on-line and on-site elements throughout the Campaign



Magic 106.7FM Family Film Festival



Lights, camera, action!

- * The Prudential Center in Boston
- * 8-straight weeks this summer (July & August)
- * The ‘*Best Seats in the House*’ on-line campaign - Magic listeners can register on Magic’s website to win the ‘*Best Seats in the House*’ at each of the movies.
- * Winners will be seated in a special section and the winning families will receive a Magic Snack box – all courtesy of WIC!



Magic 106.7FM Beach Tour

- * Magic Beach Tour will hit the area's best beaches with music, games and plenty of prizes to make the Summer of 2015 the best ever!
- * Magic will make stops at over 8 beaches (July & August)
- * Magic will, of course, promote WIC and will hand out some WIC materials to families.

p.s. Don't forget your sunscreen!



Boston's Cutest Baby



Magic's 2015 Cutest Baby Contest!

- * Beginning August 17th, parents will have 2 weeks to upload photos of their babies who are no older than 24 months
- * Once the photos are uploaded, Magic 106.7FM will solicit help from their listeners to rate just how 'cute' each photo is for 2 weeks!
- * Five (5) finalists will be selected and featured on Magic's site for 1 week for a final listener vote.
- * Magic will announce a Grand Prize winner live on-air during the morning show the week of September 14th.
- * The winner will receive up to \$500 in prizes!!



Television

COMCAST
SPOTLIGHT®

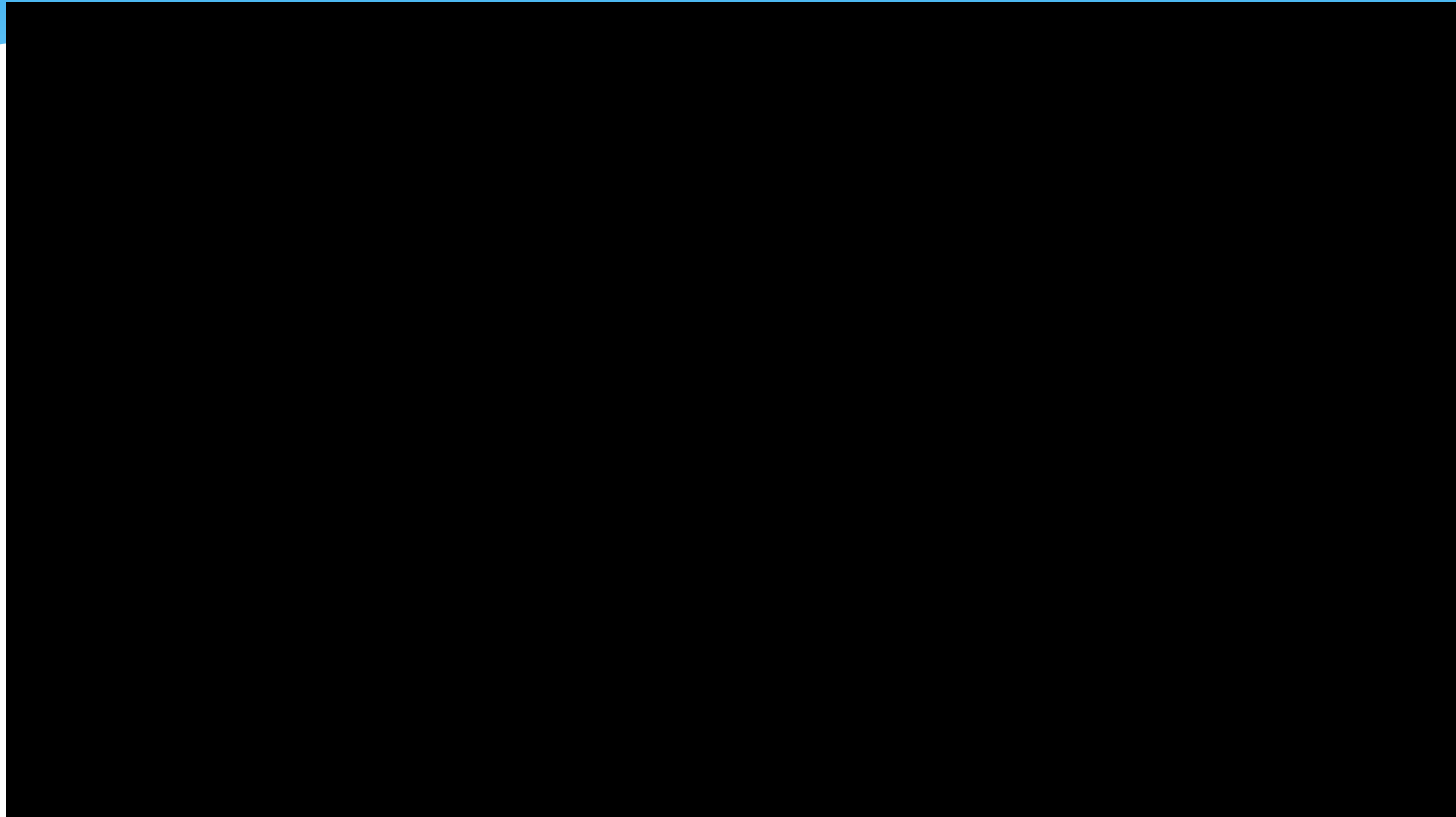
Kids Choice Awards!

nickelodeon

- * Sponsorship
- * 150 name mentions
- * 2 WIC PSAs to run during the show!






Promotional Spot



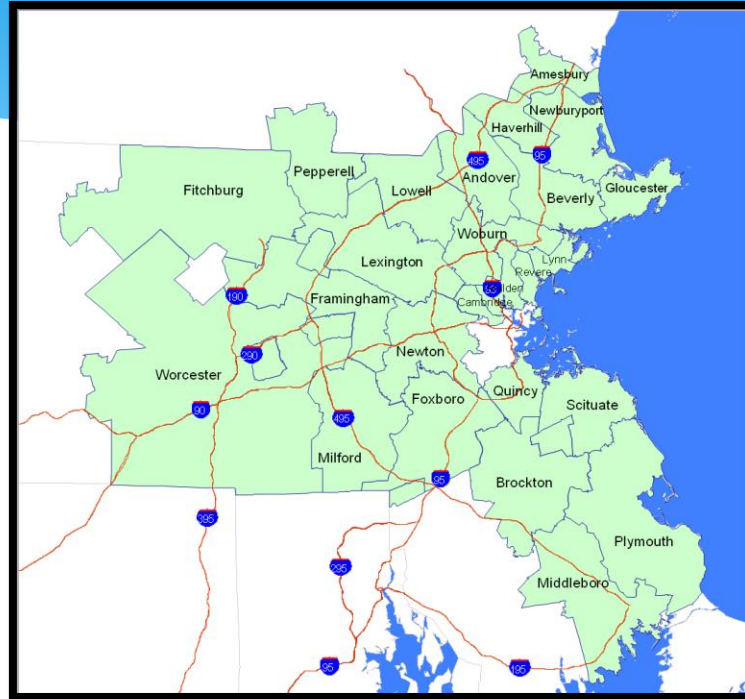
<https://www.youtube.com/watch?v=VvHCn1likhY>



WIC 5-Zone Weekly Schedule

Dates: March 7th – March 28th, 2015 (3 Weeks)

| **Networks | Daypart | Commercials |
|---|------------------------------------|--|
|  | Mon-Sun 5a-12m | 5x network times each zone (total 300) |
|  | Mon-Sun 5a-12m | 8 x network x each zone (960) |
|  | March 28 th 8p-9:30p | 2x plus 150 promos |
| Total Monthly Commercials: | | 1262 English |

Spanish-Speaking Households!



| Networks | Daypart | Commercials/Week |
|--|-------------------|--------------------|
|  Galavisión | Mon-Sun 5a-12m | *100x (300) |
|  | Mon-Sun 5a-12m | *100x (300) |
| Total Monthly Commercials: | | 600 Spanish |

April - Ad Club Media Auction

Radio

- * HOT96.9FM
- * JAMN' 94.5FM
- * MIX 104.1FM
- * WBZ -AM
- * Sports Hub 98.5FM

On-line

- * Bostonherald.com
- * Cafemom.com

TV

- * CW-56
- * WCVB-TV
- * NECN
- * WSBK- 38
- * WBZ -TV



2015 Media Recap

- ❖ March: Comcast TV & Kids Choice Awards
- ❖ March – June: Hot 96.9FM – ‘Win w/Wiggy’
- ❖ March – October: NE Revolution & Sports Hub
- ❖ April – Ad Club (TV, Radio & online)
- ❖ May – Kiss Concert (Kiss 108FM)
- ❖ July & August – Magic Family Summer Events



Questions??

Your smile is your logo, your personality is your business card, how you leave others feeling after having an experience with you becomes your trademark.

Thank You!

Karan DiMartino

karan.dimartino@state.ma.us

617-624-6121