



National WIC Awareness & Retention Campaign

Objectives

- + Increase enrollment of WIC eligible moms
- + Increase positive perception of the WIC program
- + Create national brand recognition
- + Retain moms and children in the WIC program longer



Advertising Strategy, Brand Refresh & Messaging

- + NWA will guide the development of an integrated multi-media advertising and educational marketing campaign to raise awareness, drive enrollment, and improve perception of WIC
- + In order for the campaign to resonate nationally and have significant impact, a WIC brand refresh will be required
 - + A brand refresh will drive a consistent identity and elevate campaign messaging

Advertising Campaign Components

- + Digital
- + Print
- + Healthcare Providers
- + Social/Digital PR
- + Radio
- + Activation Toolkit
- + Retention Toolkit
- + Enrollment Channels
- + Measurement

Advertising Campaign: Digital

- + Advertising on websites such as Parents.com, Parenting.com, Babycenter.com, etc.
- + Programmatic audience targeted advertising on websites that reach WIC eligible women browsing any website
- + Advertising on websites where women are browsing after recently visiting a WIC website
- + Incorporate campaign messaging into nutrition/breastfeeding articles on relevant websites
- + Promotional e-mail outreach to WIC eligible women

Advertising Campaign: Print

- + WIC enrollment information and promotion via advertisements in pregnancy and baby magazines including (but not limited to) *Fit Pregnancy and Baby*, *Ser Padres*, *Parents Latina*, and *Countdown*



Advertising Campaign: Healthcare Providers

- + Our program will reach 95% of all women who give birth. Healthcare providers will provide WIC enrollment information and educational content:
 - + Prenatally at the OB/GYN office
 - + At time of babies birth at the maternity ward
 - + At the pediatrician office
 - + English and Spanish



Advertising Campaign: Social/Digital PR

- + Create and distribute content via YouTube, Facebook, bloggers and other relevant social and digital media channels to reach WIC-eligible and enrolled women
- + Develop best practices to determine which channels yield most impact with WIC community



Advertising Campaign: Radio

- + Strategically use radio in select markets to reach less digitally connected audiences



Campaign Activation Toolkit

+ **Digital**

Provide content assets and best practice guidelines to enable local WIC agencies to manage website content, social media posts, email content, etc. on their own

+ **Print**

Provide content assets for management of grassroots advocacy i.e. signage at churches, beauty salons, laundromats, etc.

Campaign Retention Toolkit

- + Optional mobile SMS retention program
 - + SMS (text message) alerts to mobile phones of opted-in WIC eligible and enrolled women at key stages, i.e. when the baby reaches a developmental milestone, changes in WIC policy, nutrition advice, etc. (similar to “text4baby”)
- + Provide drivers to sign up for mobile program via digital, print, and grassroots efforts

Enrollment Channels

- + All promotion will drive to:
 - + A national 1-800 number that will ask the caller for their zip code then automatically forward the call to their local WIC office.
 - + Enroll via SMS (text messaging)
 - + SMS will provide a local phone number based on a zip code entered by the prospective eligible woman.
 - + A central web/mobile page
 - + Containing basic WIC information and a simple “Am I Eligible?” tool with instructions on how to contact their local WIC office and/or set up an appointment via the site.

Measurement

- + The campaign will take a systematic approach to research and measurement in order to ensure the program's success with the ability to optimize for future investment:
 - + All advertising and media placement will be measured for reach, audience engagement and action taken.
 - + Media placement will be optimized to drive more site visits, text inquiry and phone calls.
 - + National research will be conducted to measure perceptions of the program.

Thank You

Contact

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