



COVERED
CALIFORNIA

OE7 CREATIVE ASSETS

November 2019

CAMPAIGN OVERVIEW



Flight dates

10/15/19 – 1/31/20



Target

Subsidy eligible,
uninsured CA residents,
138%-600% FPL

Media Target

A25-64
HHI \$25K - \$150K



Segments & Languages

Multi-Segment *(English)*

LGBTQ *(English)*

Hispanic *(Spanish)*

Asian *(Chinese – Mandarin
and Cantonese, Korean,
Vietnamese, Hmong,
Laotian, Cambodian)*

African American *(English)*

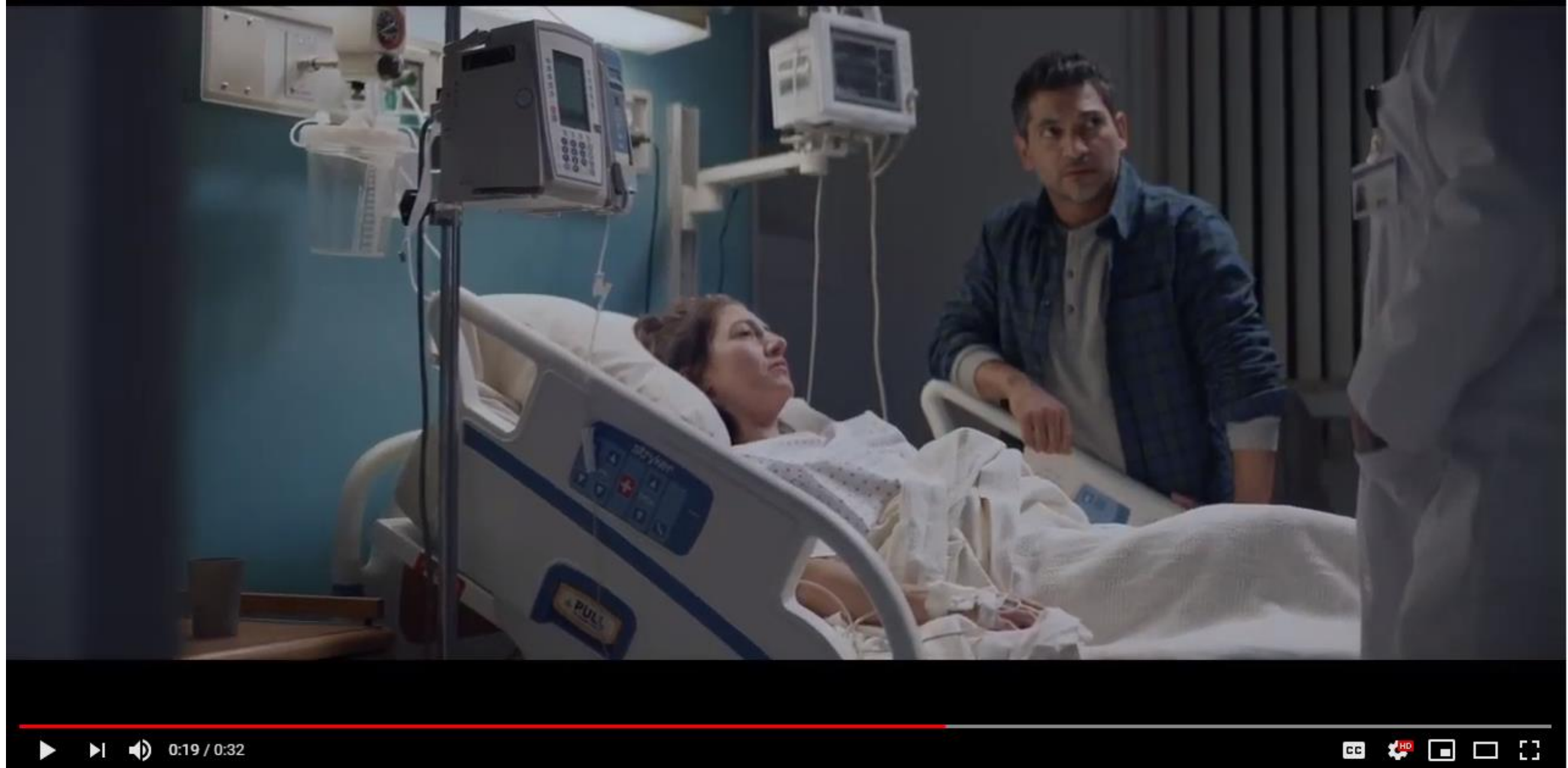


Geography

Statewide CA

*(emphasis given to markets with
high populations of uninsured
and markets with high
populations of ethnic sub-
segments)*

BRAND TV: “You Shouldn’t Have To” 30-second ads



English: <https://youtu.be/tKqBPvAAJX8>
<https://youtu.be/Z4-Jlit3U7c>

Spanish: <https://youtu.be/sF2P6zv-z6Q>
<https://youtu.be/hWCGj2g5QFE>

DRTV: “In Your Corner” 60, 30 & 15-second ads



Northern CA Version 60: <https://www.youtube.com/watch?v=FFvhVgN9MSY>

Southern CA Version 60: <https://www.youtube.com/watch?v=9tuZvXAfiRU>

Spanish Versions: <https://www.youtube.com/playlist?list=PLCFmr5cEGdHBmoKySd-W2GV2JoYBSJcMf>

Additional Length and Language Versions: Including Cantonese, Mandarin, Vietnamese and Korean

<https://www.youtube.com/playlist?list=PLCFmr5cEGdHDDcCJDAOGCsqfFwHyJsKu7>

RADIO - MULTI-SEGMENT



Penalty



Click icon, then click
play button to listen to
radio spots

Brand



Expanded Subsidies



Please note, due to talent restrictions, all TV and Radio examples are for listening/viewing purposes only. As a reminder, creative content may not be downloaded, republished, resold, duplicated or re-transmitted.

RADIO - HISPANIC

Honesty (Get Help)



Anncr: Let's be honest, understanding health insurance isn't simple. It's like someone explaining nuclear physics.

SFX Background - Scientist:
The hydrogen atom circles around an orbi...

Anncr: ...in Russian...

SFX Background – Russian Scientist:
Minimum allowable energy

Anncr(shouting): ...in the middle of a freeway.

SFX: Freeway, cars honking

Anncr: When it's about your health, talk to the experts at Covered California. They offer you free help and can clearly explain your options so that you can choose a plan that best fits your needs.

Call or visit a Covered California expert and enroll before December 15.

Crutch (Expanded Subsidies)



SFX: REFINED, UPSCALE MUSIC

Male Anncr: (LUXURY TONE) For those who look for exclusivity when they injure a leg, we present: a delicate piece carved from pinewood... with sumptuous armpit support

Female Anncr: Armpitttt...

Male Anncr: caps made from rubber...

Female Anncr: Ruberrrr...

Male Anncr: Crutch, the sophisticated way to lean.

Anncr: When you don't have insurance, medical care can seem like a luxury. At Covered California, we have financial help available and this year, the State will allocate more funds to reduce your monthly payment; see for yourself, and enroll by December 15.

Huuu (Expanded Subsidies)



SFX: Hospital

Patient: So what is it doctor?

Doctor: Well..., You've fractured your wrist.

Patient: (exhales) How much is it going to cost me?

Doctor: Do you have insurance?

Patient: No.

Doctor: "Woououaaaawwww...

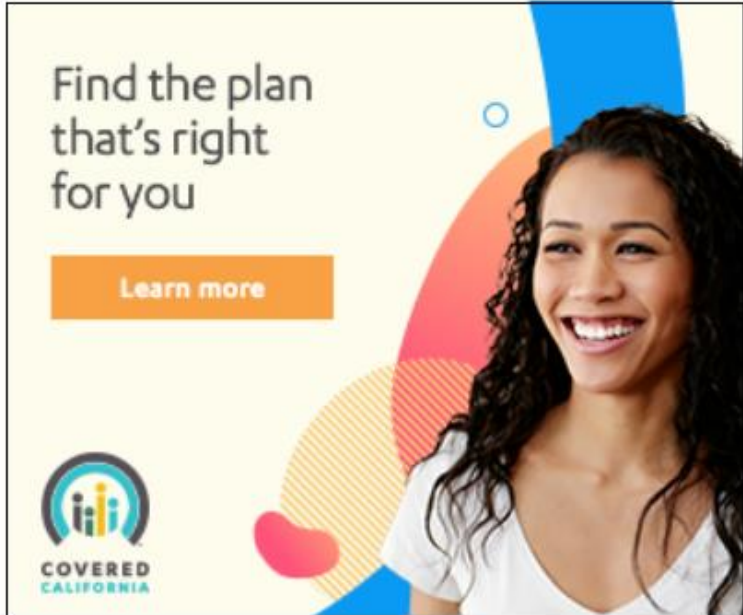
Anncr: Not having health insurance can get expensive. At Covered California we help you get covered. And this year, for the first time, almost a million people could receive additional financial help to lower the cost of their health insurance. So, visit CoveredCA.com/español and check to see how much you could save.

Enroll by December 15.

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PROGRAMMATIC DIGITAL

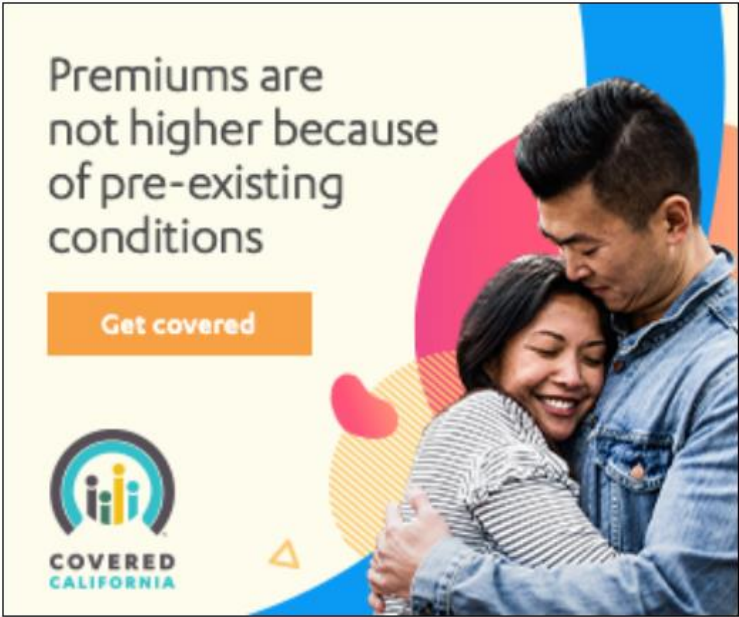
Brand-Name Plans



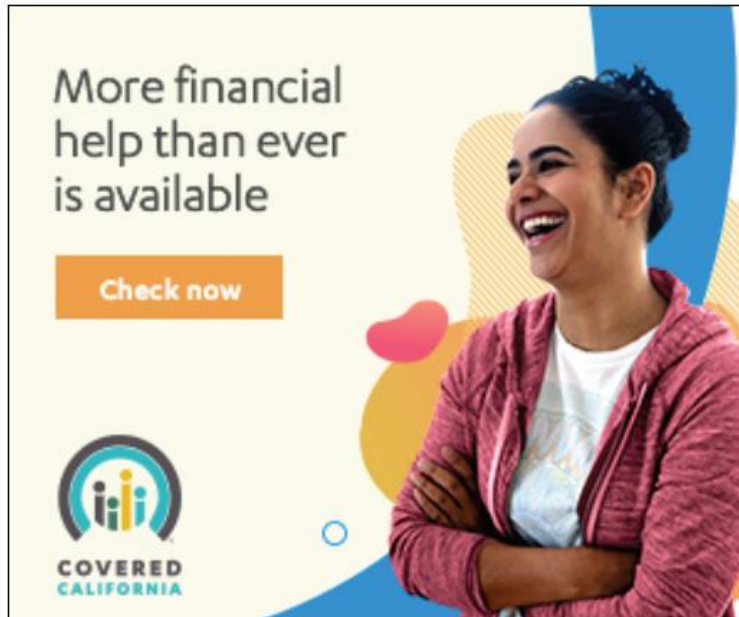
Penalty



Pre-existing Conditions



Expanded Subsidies



Dental



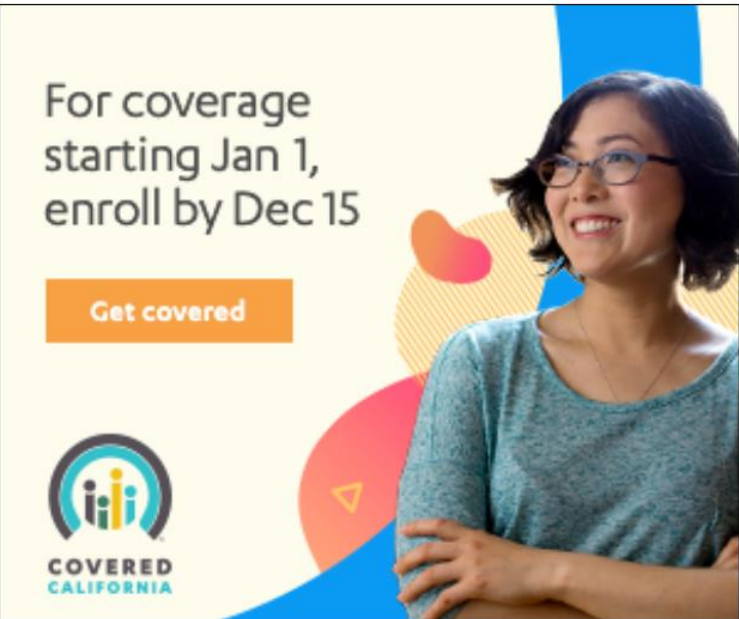
Segments: Multi-Segment & Hispanic In-Language
Digital banners served in 4 sizes: 300x250 (shown above), 300x600, 728x90 and 320x50

PROGRAMMATIC DIGITAL

Metal Tiers



Deadline 12/15



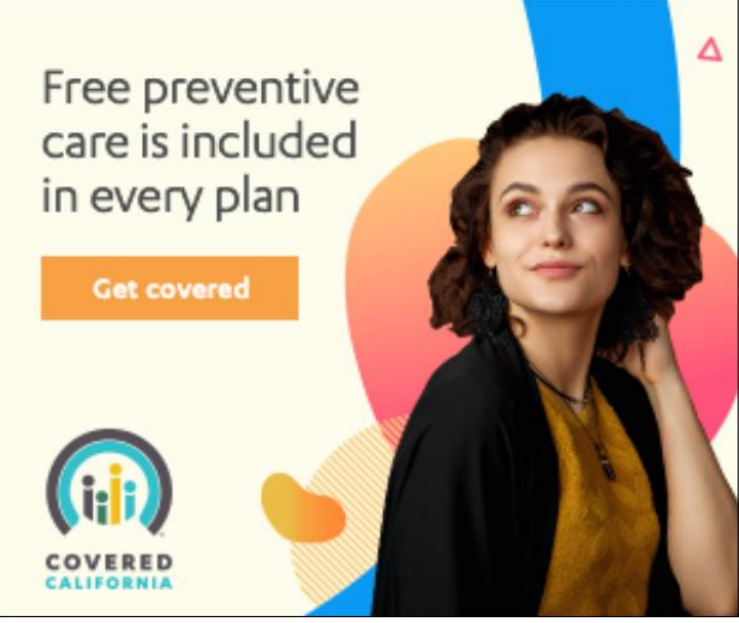
Deadline 1/31



Financial Help



Preventive Care



PREMIUM DIGITAL



User clicks arrow to see next health myth

When user clicks Watch Video, they will be taken to the DRTV “In Your Corner” ad



OUTDOOR ADVERTISING

LGBTQ – Bus Shelter



Hispanic Market – 30 Sheet Poster





Translation: Your family deserves a good health plan

OUTDOOR ADVERTISING – African American Segment

C-Stores

Financial help
for more people
than ever before




 COVERED CALIFORNIA


Barbershops

Financial help for more
people than ever before

More money is now available through Covered California to help lower the cost of health insurance. Meaning additional assistance for those already getting it and new financial help for many who may not have qualified in the past.

Visit CoveredCA.com to learn more.




 COVERED CALIFORNIA


Beauty Salons & Laundromats

Financial help for more
people than ever before

More money is now available through Covered California to help lower the cost of health insurance. Meaning additional assistance for those already getting it and new financial help for many who may not have qualified in the past.

Visit CoveredCA.com to learn more.





 COVERED CALIFORNIA

Hispanic – Preventive

AA – Financial Help

Obtén cuidado preventivo gratuito con todos nuestros planes.



COVERED CALIFORNIA

ES CUIDADO PARA LA VIDA.

CoveredCA.com/espanol

800.995.5087

En Covered California, todos los planes de salud que ofrecemos incluyen cuidado preventivo gratuito, así que no tendrás que pagar más por los chequeos anuales ni por ciertos exámenes de detección de cáncer. Además puedes elegir entre varias compañías de seguro médico de renombre, obtener el mejor plan de salud para ti, e Incluso, podrías recibir ayuda económica para pagarlo.

La inscripción abierta termina el 31 de enero. Así que asegúrate hoy.

Headline Translation: Get free preventive care with all of our plans.

Segments: HM, LGBTQ, AA, API

Financial help for more people than ever before



COVERED CALIFORNIA

It's LIFE CARE.

CoveredCA.com

More money is now available through Covered California to help lower the cost of health insurance. Meaning additional assistance for those already getting it and new financial help for many who may not have qualified in the past.

To have coverage starting January 1, enroll by December 15.

DIRECT MAIL

John Q. Sample
123 Main Street
Anytown, CA
91234

Hello [John],

We believe everyone should have health coverage, and starting in 2020, it's the law in California.
if you don't have health coverage, you could face a penalty at tax time.

We know that health insurance can be expensive, and that's why Covered California is helping more people to get affordable health coverage that fits their needs and budget.

If you're confused or not sure what to do, don't worry, **Covered California is here to help.** We can answer your questions and help find the coverage that's right for you.

Plus, we're the only place you can get financial help to pay for your health insurance. And this year, more help is available than ever before.

Visit CoveredCA.com to:

- See how much you could save. Just click "Shop & Compare" and answer a few easy questions.
- Learn more about the new law. Type in "penalty and exemptions" in the search field.
- Find free expert help in your area.

You can also call us at 800.906.8521.

Don't pay a penalty when you could be covered.

Enroll by December 15 to have coverage starting January 1.



P.O. BOX 989725
WEST SACRAMENTO, CA
95798-9725

Don't miss your chance to save on health insurance!
¡No pierdas tu oportunidad de ahorrar en tu seguro médico!




PRESORTED
STANDARD
U. S. POSTAGE
PAID
KP CORPORATION

Direct mail developed to spread the message to prospects regarding individual mandate, associated tax penalty and offer assistance and resources to consumers.

- **Target:** 1.1M prospective California residents likely to be uninsured
- **Languages:** English and Spanish
- **Timing:** Drop 1 early December 2019
Drop 2 early January 2020


SOCIAL MEDIA




Covered California




October 26, 2019 at 9:00 AM · 🌐


Need assistance with your Covered California application or account?
Free expert help is available in your area: <https://covrdca.com/2mp4Yvv>





COVERED CALIFORNIA


 Like  Comment  Share




Covered California

October 15, 2019 at 7:00 AM · 🌐

It's time to enroll for 2020 health insurance! Check and see how much you could save. You may now qualify for financial help even if you didn't in the past. Or, you may receive even more help than you did before!
<https://covrdca.com/2IJ96pT>



Open Enrollment is here!



COVERED CALIFORNIA



Covered California

October 15, 2019 at 8:00 AM · 🌐

Have questions about Covered California? Send us a message. We're here to help!





COVERED CALIFORNIA

 Like  Comment  Share

EDUCATIONAL VIDEOS – WHAT’S NEW IN 2020

English



<https://www.youtube.com/watch?v=e6HXY0aNDJo>

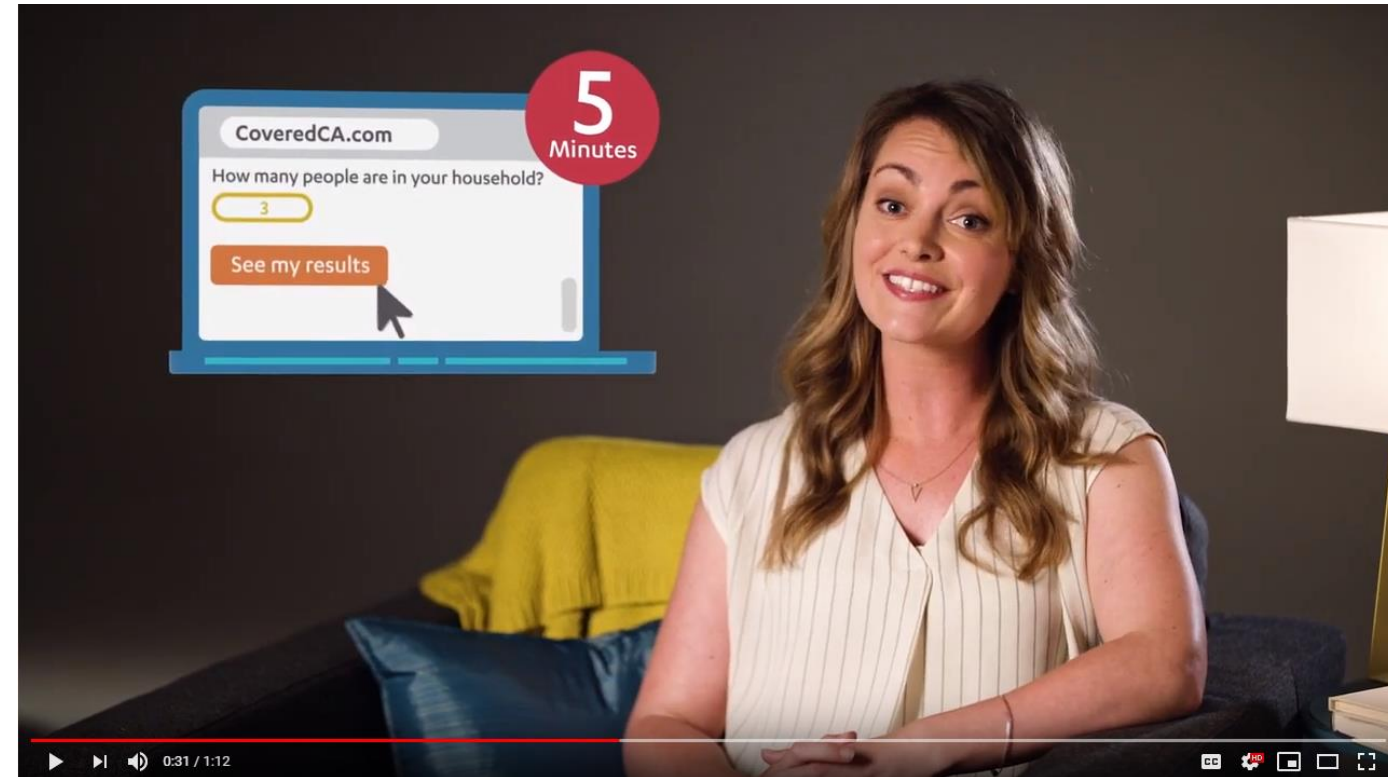
Spanish



<https://www.youtube.com/watch?v=y5Dil8SH-K8&t=7s>

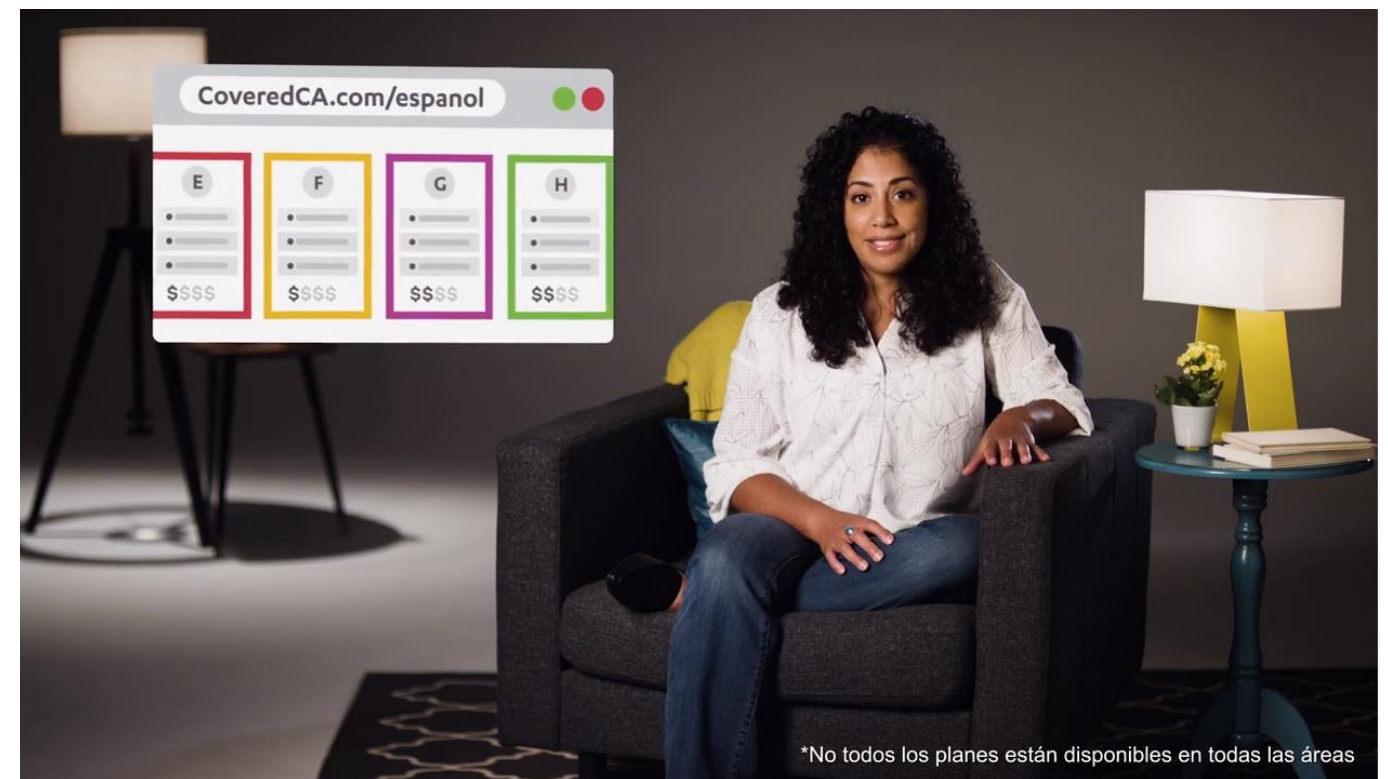
EDUCATIONAL VIDEOS – IMPORTANCE OF SHOPPING

English



<https://www.youtube.com/watch?v=g4PSlanhcg4>

Spanish



<https://www.youtube.com/watch?v=XA5UXpENO4A>

PAYROLL WARRANT BUCKSLIP



Payroll warrant buck-slip created to provide individual mandate and tax penalty information to State employees and encourage them to spread the message to their family and friends.

- **Target:** All State of California employees
- **Quantity:** 265,000 fliers
- **Timing:** December 2019 pay warrants

FRANCHISE TAX BOARD PARTNERSHIP

Covered California has partnered with the California Franchise Tax Board to spread the message to consumers regarding individual mandate and associated tax penalty during Open Enrollment period for 2020 plan year.



- Digital banners
- Served in English and Spanish
- Landing page:
<https://www.ftb.ca.gov/about-ftb/newsroom/news-articles/health-care-mandate.html?WT.ac=Healthcare>

Thank you!