

HEART HEALTH PRODUCT;

Performance Media Plan:
TV, Radio, Print, Mail



Objectives



Target advertising messages to a segment, adults 65+, those most likely to have heart issues and thus pay attention to the message.



Generate “qualification” conversions from website or landing page; and thus, capturing leads from those interested in learning more about XXXXXX



Advertise on mediums/channels with a high percentage of usage from the target audience



Test various media channels in various markets to determine which channels/segments generate the most effective cost-per-lead



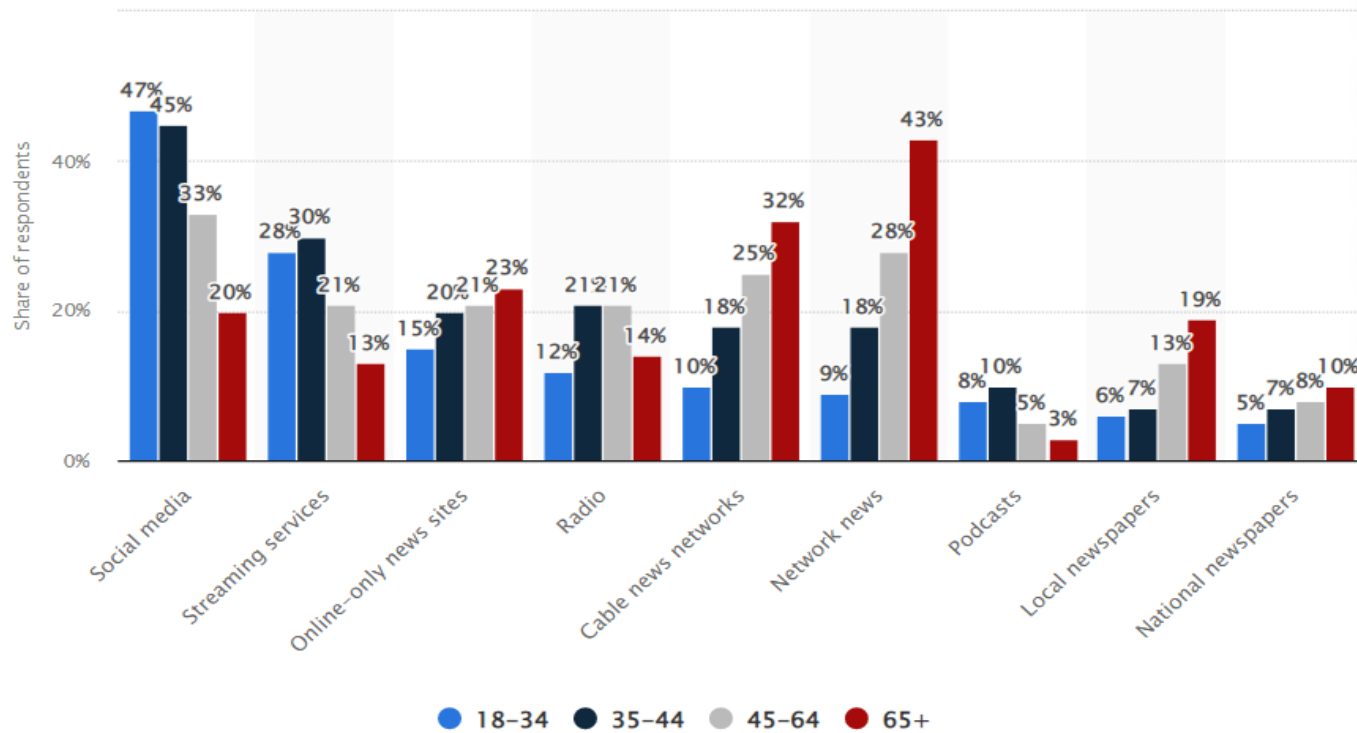
Implement robust tracking mechanisms in order to measure the effectiveness of both digital and non-digital channels

Recommended Channels

| Medium | Unit | Tracking |
|----------------------|-----------------|------------------|
| Cable Television | 60s | Vanity URL, Text |
| Broadcast Television | 30s | Vanity URL, Text |
| On-Air Radio | 60s | Vanity URL |
| Streaming Radio | 60s | Vanity URL |
| Newspaper | Quarter Page BW | Vanity URL |
| Direct Mail | Postcard | Vanity URL |

A vanity URL is a memorable website URL that does not exist, but is redirected to a unique landing page that shows details of an offer for lead capture, or impulse purchases. Used most commonly on TV, print, or direct mail, they allow detailed tracking by these sources. For example, DRTV could have one vanity URL, and newspaper another.

Media Usage Trends, 65+



• Highest composition of 65+ media channels:

- Network News
- Cable News Networks
- Online News Sites
- Local Newspaper
- Social Media
- Streaming

Direct Mail Audience Data

■ 41% of adults look forward to checking their mail every day

Almost half of all Americans over 18 look forward to getting their mail. 56% of those over 65 look forward to it.

Look Forward to Checking the Mail Each Day?

Generally speaking, would you say you look forward to checking what is in the mail each day, or is that something you don't think much about either way?

| | Look forward to checking mail each day | Don't think much about checking mail |
|-----------------|--|--------------------------------------|
| | % | % |
| NATIONAL ADULTS | 41 | 58 |
| AGE | | |
| 18-29 | 36 | 64 |
| 30-49 | 36 | 63 |
| 50-64 | 41 | 57 |
| 65+ | 56 | 44 |

Mar 27-28, 2015

GALLUP

This research shows the demo 65+ has the highest percentage of interest in direct mail. 56%

<https://www.poweredbyprisma.com/13-statistics-about-direct-mail-that-will-surprise-you/>

| Large City | Pop | Pct | | Midsize City | Pct |
|------------------|-----------|------|--|--------------------|------|
| Miami | 81,200 | 17.5 | | Scottsdale | 27.4 |
| Mesa | 85,300 | 16.5 | | Cape Coral, FL | 23.9 |
| Albuquerque | 90,400 | 16.2 | | Port St. Lucie, FL | 23.0 |
| San Francisco | 139,200 | 15.9 | | Honolulu | 21.4 |
| Louisville | 95,500 | 15.6 | | Henderson, NV | 21.3 |
| Tucson | 82,200 | 15.5 | | Hialeah, FL | 20.9 |
| Virginia Beach | 65,400 | 15.4 | | St. Petersburg, FL | 20.0 |
| New Orleans | 59,200 | 15.3 | | Peoria, AZ | 20.0 |
| Colorado Springs | 70,500 | 15.1 | | Fort Lauderdale | 19.1 |
| New York | 1,242,500 | 15 | | Huntingdon Beach | 18.9 |
| Las Vegas | 95,400 | 14.8 | | | |
| Tulsa | 58,700 | 14.7 | | | |
| Baltimore | 84,200 | 14.4 | | | |
| Jacksonville | 127,700 | 14.4 | | | |
| Wichita | 55,400 | 14.4 | | | |

Markets with Highest Pct. 65+ Adults

- Midsize cities: 150,000–349,999 residents
- Large cities: 350,000 residents or more

Markets from above will be chosen as test markets for each media channel recommended

Overall Recommendations

1. Television: Traditional television advertising can be effective for reaching this demographic, as many older adults still watch TV regularly.
2. Print media: Newspapers continue to be popular among older adults. Advertising in local or regional newspapers can be a good way to reach this audience.
3. Direct mail: Despite the rise of digital marketing, direct mail can still be effective for older adults. Consider sending targeted mailers that highlight your products or services and appeal to their specific needs and interests.
4. Radio: Many older adults listen to the radio, especially during their daily routines. Consider advertising on local radio stations that have a significant listenership among this age group. Streaming is considered as well for those targets who prefer that listening scenario.

Broadcast TV Strategy

Broadcast TV remains an ideal medium to target adults aged 65 and above for several reasons:

- 1. Wide Reach:** Broadcast TV has a broad reach and is accessible to a large portion of the population, including older adults. Many individuals in this age group continue to rely on traditional television as a primary source of entertainment and information.
- 2. Viewing Habits:** Older adults tend to watch more TV compared to younger generations. They often have more leisure time, and TV provides a familiar and enjoyable form of entertainment. Broadcast TV allows you to reach this demographic during their preferred viewing times.
- 3. Trust and Familiarity:** Older adults have grown up with broadcast TV as a primary source of news and entertainment. They may have developed a sense of trust and familiarity with specific channels and programs. By advertising on broadcast TV, you can tap into this sense of trust and establish credibility with this demographic.
- 4. Demographic Alignment:** Broadcast TV often features programming that appeals to older adults, such as news, talk shows, classic movies, and series. By selecting the right channels and time slots, you can align your advertisements with content that resonates with this demographic.

Broadcast TV Tactic

To effectively reach adults aged 65 and above through broadcast TV, it's important to consider their viewing habits and preferences. While individual behaviors can vary, here are some general time periods that tend to perform well for targeting this demographic:

1. **Daytime:** Older adults often have more flexible schedules and may spend more time watching TV during the daytime hours. Late morning to early afternoon time slots, such as 9:00 AM to 3:00 PM, can be effective for reaching retirees and older adults who are at home during these hours.
2. **Morning News:** Older adults tend to be avid consumers of news and current affairs. Morning news programs, which air between 6:00 AM and 9:00 AM, can be a good opportunity to reach this demographic as they start their day and stay informed.
3. **Weekend Mornings:** Saturday and Sunday mornings can be particularly effective for reaching older adults, as they often have more leisure time during the weekends. Consider targeting time slots between 8:00 AM and 12:00 PM on weekends for programs that align with their interests, such as lifestyle shows, cooking programs, or travel shows.

Cable TV Strategy

Cable TV can be an ideal medium to target ads towards adults aged 65+ due to several reasons:

- 1. Traditional Media Consumption:** According to various studies, older adults tend to rely more on traditional media, like cable TV, for their information and entertainment. This demographic grew up with TV as their primary form of media and continues to use it heavily.
- 2. High Viewer Engagement:** The 65+ demographic typically spends more time watching television than younger groups, meaning they are more likely to see and engage with ads.
- 3. Specific Programming:** Cable TV offers a vast range of channels and programming, making it easier for advertisers to target their ads to specific audiences. Many programs are designed with older audiences in mind, which can help ensure ads reach the intended demographic.
- 4. Trust in Traditional Advertising:** Older adults often have more trust in traditional forms of advertising like TV, as compared to digital advertising. This trust can lead to a greater chance of message acceptance.

Cable TV Tactic: DRTV

Direct Response Television (DRTV) advertising is a type of marketing designed to elicit an immediate response from viewers, typically involving a call to action where the consumer is prompted to make a phone call or visit a website for more information or to make a purchase. Here are some benefits of DRTV advertising on cable TV:

- 1. Measurability:** One of the biggest advantages of DRTV advertising is that it is highly measurable. When viewers respond directly, it's easy to track which ads are successful and which are not. This can help advertisers to refine their campaigns and improve return on investment (ROI).
- 2. Cost Efficiency:** DRTV ads are often less expensive than traditional TV ads. This is because they often run in off-peak times, or large daypart rotations (i.e. 5a-mid) where ad units are less expensive.
- 3. Targeting:** With DRTV advertising, businesses can target specific audiences. Cable networks can be targeted based on demographics of their viewers

On-Air Radio Strategy

On-air radio is another traditional medium that can be an effective way to target ads towards adults aged 65+. Here's why:

- 1. Popularity among the Demographic:** Adults 65+ are a demographic that generally grew up with radio as a primary source of entertainment and information. This habit often continues into later life, with many still relying on the radio for news, weather updates, entertainment, and companionship.
- 2. Consistency in Listening Habits:** Older adults often have consistent listening habits. They may listen to the radio at the same time each day, such as during breakfast, or during specific programs. This predictability can be beneficial for advertisers in reaching this audience effectively.
- 3. Trustworthy:** Similar to TV, radio is seen as a trusted source of information, which extends to its advertising. Ads on the radio can be seen as more trustworthy than those on newer digital platforms.
- 4. Accessibility:** Radio is easy to access and can be played anywhere - in the car, at home, or on a portable device. This makes it easier for older adults, who may have mobility limitations, to regularly listen to radio programming.
- 5. High Frequency of Ads:** Ads on the radio are frequent, increasing the chances that your message will be heard by your target audience.

Streaming Radio Strategy

- Advertising on streaming radio to target adults 65+ can be a strategic approach to reach this demographic effectively. Here are five key points highlighting the benefits of advertising on streaming radio for this age group:
 - 1. Reach a Growing Digital Audience:** Streaming radio has become increasingly popular among older adults as they embrace technology and digital platforms. Advertising on streaming radio allows you to tap into this expanding digital audience and connect with seniors who are actively engaged in online activities.
 - 2. Targeted Advertising:** Streaming radio platforms often provide advanced targeting capabilities, allowing advertisers to specifically target the 65+ age group. This means you can deliver relevant and tailored messages to this audience, increasing the effectiveness of your advertising campaigns.
 - 3. Capture Undivided Attention:** Older adults tend to be more engaged listeners compared to younger demographics. They often have more free time to devote to activities like listening to music, podcasts, or talk shows. Advertising on streaming radio allows you to capture their undivided attention during these dedicated listening sessions, maximizing the impact of your messages.
 - 4. Cost-Effective Advertising:** Advertising on streaming radio platforms can be a cost-effective option compared to traditional radio advertising. It offers flexibility in budget allocation, allowing you to optimize your ad spend and reach a specific age group without the need for expensive production or airtime costs associated with traditional radio advertising.

On-Air Radio Tactic: Remnant

Remnant advertising refers to the practice of purchasing unsold inventory from broadcasters, often at a significantly reduced rate. Here are some benefits of remnant advertising on radio:

- 1. Cost-Effective:** Perhaps the most attractive benefit of remnant advertising is the cost savings. Because these spots are unsold and the time is nearing for them to air, broadcasters are typically willing to sell them at a significant discount.
- 2. Access to Premium Timeslots:** Sometimes, premium ad timeslots remain unsold and become available as remnant spots. This provides an opportunity for advertisers to reach a larger audience without paying premium rates.
- 3. Broad Reach:** Even though remnant ads may not always air during prime times, radio still has a wide reach. Depending on the station, you could still reach a large number of potential customers.
- 4. Flexibility:** Remnant advertising often allows for flexibility. Advertisers can choose to purchase spots on short notice, based on their current needs and budget.

We also will consider broad rotation 6a-mid that are guaranteed

Radio Format

News/Talk radio formats present unique opportunities for advertisers. These formats typically draw in dedicated, engaged audiences, which can be beneficial for advertising efforts. Below are some specific benefits:

- 1. Engaged Audience:** News/Talk radio listeners tend to be highly engaged in the content, which can extend to the advertisements. These listeners are often seeking out informative content and may be more likely to pay attention to the ads.
- 2. Demographic Targeting:** News/Talk radio tends to attract an older demographic, as well as a well-educated and higher-income audience. If these demographics align with your target market, News/Talk radio could be a highly effective platform.
- 3. Credibility:** Ads on News/Talk stations can gain a certain level of credibility by association. Listeners often trust their favorite stations and hosts, which can boost the perceived trustworthiness of ads.

Newspaper Strategy

Newspapers can be an effective medium for targeting ads to adults aged 65+ for several reasons:

- 1. Traditional Media Preference:** Many older adults are accustomed to and prefer traditional forms of media, such as newspapers. They grew up with newspapers as a primary source of information, and many continue to read them regularly.
- 2. Trust and Credibility:** Newspapers are often seen as a credible source of information. Ads appearing in this medium can leverage this trust and credibility.
- 3. Focused Attention:** When people read a newspaper, they often take the time to read articles thoroughly, and are more likely to notice and read ads. This is different from online browsing, where ads can be easily ignored or blocked.
- 4. Easy Accessibility:** For the 65+ demographic, the tangible aspect of print newspapers may be more accessible and familiar than digital platforms. They can be read anywhere without the need for a device or internet connection.
- 5. High Engagement:** Readers often have a routine when it comes to reading a newspaper, meaning they are likely to be engaged and take the time to notice advertisements.



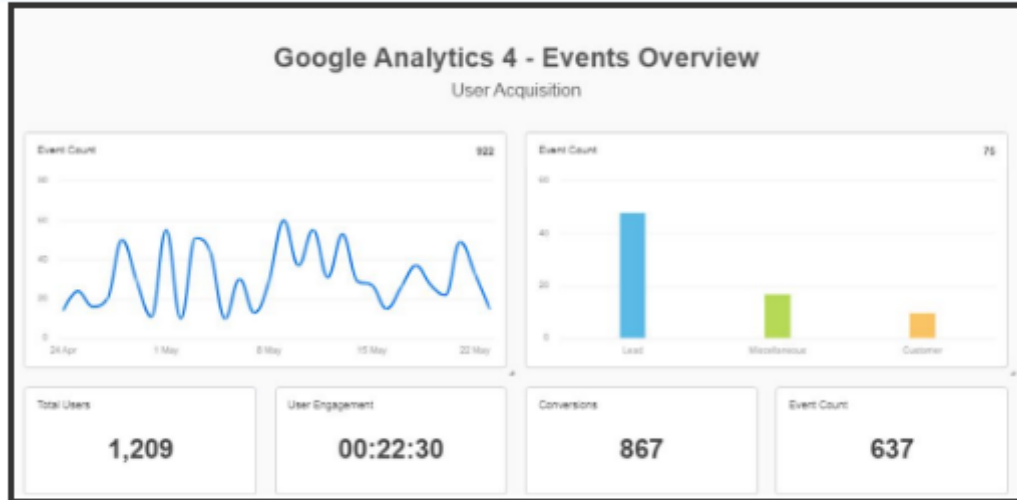
Lead Generation Option for Digital

- Provide a short guide to users not ready to perform the qualification process, by offering an educational guide to build trust. Leads are captured. Follow-ups via an email funnel with more trustworthy content and offer. Include sharing icons for friends and family
- Can be tested with qualification offer, via online display, social, or even TV or radio.
- Would need to develop content, landing page, new tracking codes, and follow-up funnel

Example Titles for Lead Generation

1. "The Complete Guide to Managing Heart Failure: Strategies for Treatment and Prevention"
2. "Living Well with Heart Failure: A Holistic Approach to Managing Your Condition"
3. "Heart Failure: Understanding the Disease and Empowering Yourself with Knowledge"
4. "Heart Failure Solutions: Effective Treatment Options and Lifestyle Changes for a Stronger Heart"
5. "The Heart Failure Handbook: A Comprehensive Guide to Living a Healthy and Active Life"

Non-Digital Media Source Tracking



Track overall site visit lift, and increases in events and conversions



Track organic and direct traffic lift before and after media campaigns

Vanity URL Tracking

- Vanity URLs are memorable URLs for non-digital media, or existing URLs but with subdomains print media, and would redirect to specific website or landing page for specific media tracking and analysis. Example below. Note: May need to buy new domains that are memorable, then redirect to website.

| Medium | Vanity examples | Redirect example |
|--------------|-------------------------|---|
| Cable TV | HelpMyHeart.com | https://www.XXXXXX.com/?utm_source=cable&utm_medium=television&utm_campaign=heart |
| Broadcast TV | HeartHealthHelp.com | https://www.XXXXXX.com/?utm_source=tv&utm_medium=television&utm_campaign=heart |
| Radio | FixMyHeart.com | https://www.XXXXXX.com/?utm_source=radio&utm_medium=radio&utm_campaign=heart |
| Direct Mail | XXXXXX.com/help-me | https://www.XXXXXX.com/?utm_source=directmail&utm_medium=directmail&utm_campaign=heart |
| Newspaper | XXXXXX.com/heart-health | https://www.XXXXXX.com/?utm_source=newspaper&utm_medium=print&utm_campaign=heart |

Text Messaging

- Text Campaigns allow users to easily text a keyword to a phone number, to immediately receive a mobile URL to a users' phone.

| Medium | Text examples |
|-----------------|--------------------------------------|
| Cable TV | Text Hearthealth to 1 888-456-7890 |
| Broadcast TV | Text BetterHeart to 1-888-456-7890 |
| Streaming Radio | Text Healthy Heart to 1-888-456-7890 |
| Radio | Text Myheart to 1-888-456-7890 |

Test Market Draft Plan

| | Market 1 | Market 2 | Market 3 |
|-----------------|-------------------------|---------------------------|-------------|
| Cable DRTV | Louisville | Wichita | Tulsa |
| Broadcast TV | Miami/Ft. Lauderdale | Albuquerque | New Orleans |
| News/Talk Radio | San Francisco | Baltimore | Tucson |
| Streaming Radio | New York-Spotify | Norfolk/VA Beach- Pandora | |
| Newspaper | Jacksonville | Las Vegas | Phoenix |
| Direct Mail | Mesa/AZ & Scottsdale/AZ | Cape Coral/Ft. Myers | |

Based on the market demo research shown earlier, we recommend testing 3 markets for TV, Radio, and Print, and 2 for streaming and direct mail.

Broadcast TV Estimated Pricing per Month

| | 75 65+ Ratings/week for 4 weeks | 100 65+ Ratings/week for 4 weeks |
|----------------------|---------------------------------|----------------------------------|
| Miami/Ft. Lauderdale | \$75,000 | \$120,000 |
| | | |
| Albuquerque | \$16,000 | \$24,000 |
| | | |
| New Orleans | \$14,000 | \$20,000 |
| | | |
| | | |

Est. CPP from SQAD 3Q 65+; mix of mornings, day, afternoon, early news

Cable TV Estimated Pricing per Month

| | 80-100 spots per week for 4 weeks | 120-140 spots per week for 4 weeks |
|------------|--------------------------------------|---------------------------------------|
| Louisville | \$9,000 | \$13,500 |
| | | |
| Wichita | \$8,000 | \$12,000 |
| | | |
| Tulsa | \$12,000 | \$16,000 |
| | | |
| | | |

65+ skew Networks: CNBC, CNN, FXNC, Golf, GSN, Hallmark, History, ID, MSNBC, HLN

Radio Estimated Pricing per Month

| | 30 spots per week for 4 weeks | 60 spots per week for 4 weeks |
|---------------|-------------------------------|-------------------------------|
| San Francisco | \$6,600 | \$13,200 |
| | | |
| Baltimore | \$4,800 | \$9,600 |
| | | |
| Tucson | \$3,600 | \$7,200 |
| | | |
| | | |

Spot rates are remnant running 6a-8p and 5a-mid M-Su.

Streaming Estimated Pricing per Month

| | \$100 per day | \$200 per day | \$400 per day | Impressions |
|-----------------------------------|---------------|---------------|---------------|-------------|
| New York (Spotify) | | \$6,000 | \$12,000 | 236K-438K |
| | | | | |
| Norfolk/VA Beach (Pandora/IHeart) | \$3,000 | \$6,000 | | 166K – 341K |

Audience impressions based on 65+

Print Pricing per Month

| | 1 ¼ page BW per week for 4 weeks | 1 ½ page BW per week for 4 weeks |
|-------------------------------------|-------------------------------------|-------------------------------------|
| Jacksonville/Florida Times Union | \$5,000 | \$10,000 |
| | | |
| Las Vegas Journal Review | \$10,800 | \$21,600 |
| | | |
| Arizona Republic | \$15,000 | \$30,000 |
| | | |
| | | |

Direct Mail Estimates

| Scenario | Qty | Total Cost |
|-----------------|------------|-------------------|
| Scenario 1 | 5,000 | \$7,750 |
| Scenario 2 | 10,000 | \$10,400 |
| Scenario 3 | 20,000 | \$15,100 |
| Scenario 4 | 30,000 | \$19,895 |

Pricing is ballpark and includes printing of a postcard. Can double for two markets as outlined.

Database Assets

- Full Identity Resolution File containing 2.5 billion records spanning 30 years of historical records, providing up to 10 previous addresses, 10 previous phone numbers, all tied to a current Person ID and Address ID. Includes Deceased and verified mover-reported address changes.
- Unabridged U.S. consumer and postal file containing over 250 million active individual records, 160 million active household records with up to 1,000 data points for modeling, analytics and append.
- 545 million North American telephone file tying cell, landline, and VoIP to person ID, business ID and address ID.
- 150+ million household, 3154 county and county-equivalent Assessor file containing over 500 fields of on property including value, square footage, age of house, number of bathrooms, bedrooms, etc.
- 1.5 billion email addresses tied to person ID and address ID.
- 574 million address and person ID tied to IP address, approximately 1MM-3MM daily updates.
- 159 million Vehicle file tied to person ID, address ID, make, model, year, VIN.

Kristalytics utilizes the Alteryx platform for very-large-database management (<http://alteryx.com>). This is the same software the US Census Bureau uses for their data and Experian utilizes for their billions of worldwide records. Having the ability to summarize and analyze up to a trillion records empowers us with quick, meaningful access to big data that would otherwise involve the slowdown of significant, ongoing IT involvement. It also allows us to automate processes that can run apps we develop for the client side, integrating through API with CRM and landing pages to constantly optimize content to the user.

Example of Analysis

| | Branded Organic Traffic Lift | Sessions from Vanity URL | Sessions from Text |
|-------------------|------------------------------|--------------------------|--------------------|
| Medium, By Market | | | |

| | Conversion Lift | Conversions from Vanity URL | Conversions from Text |
|-------------------|-----------------|-----------------------------|-----------------------|
| Medium, by Market | | | |

| | Conversion Rate Lift | Conversion rate from Vanity URL | Conversion rate from Text |
|-------------------|----------------------|---------------------------------|---------------------------|
| Medium, by Market | | | |

| | Spend | Total Conversions | Cost-Per-Conversion |
|-------------------|-------|-------------------|---------------------|
| Medium, By Market | | | |

With Google Analytics data, combined with other tracking sources such as text platforms, we would monitor results, optimize campaigns, then make decisions on next steps based on results