Benefits of the WIC National Media Campaign

2018 NWA Annual Conference
WIC National Media Campaign

Objectives

+ Increase enrollment of WIC eligible moms
+ Retains moms and children in the WIC program
+ Increase positive perception of WIC
+ Create national brand recognition
Moms can be superheroes too. At WIC, we have the resources, knowledge, and tools to help you soar. #supermom #WIC
Central Website & Text to Enroll

SignUpWIC.com, 1-844-601-0366 and Text-to-Enroll
Print Media Ads

Prenatal and postnatal versions in English and Spanish

- **Countdown** (Circ Per Issue: 1,000,000)
- **Fit Pregnancy and Baby** (Circ Per Issue: 2,000,000)
- **Ser Padres Espera** (Circ Per Issue: 500,000)
- **Parents: The First Year** (Circ Per Issue: 1,000,000)
- **Parents** (Circ Per Issue: 2,200,000)
- **Parents Latina** (Circ Per Issue: 700,000)
- **Ser Padres Bebe** (Circ Per Issue: 600,000)
- **Ser Padres** (Circ Per Issue: 850,000)
Local Activation Toolkit

Print Advertisements
+ Printer-ready files for advertisements that will be placed locally by individual agencies in their territories (provided in English and Spanish)

Posters:
+ Printer-ready files for posters to be printed locally by individual agencies and displayed in local venues (provided in English and Spanish)

Facebook Posts:
+ 65 Facebook posts in English and Spanish for agencies to use throughout the year to promote WIC services and content (quarterly roll-out)
+ Includes high-res images featuring layered copy designed in the official WIC font

Instructions:
+ Detailed instructions for each component so local WIC employees know how to best use each toolkit component
Point of Care Enrollment Literature

Prenatal and postnatal brochures distributed through:

+ OB/GYN offices
+ Maternity wards
+ Pediatrician offices
+ Head Start
+ Indian Health Services (IHS)

+ Total Circulation: 3,700,000
Paid Social Media

Sponsored Facebook Posts:

+ Highly targeted “Sponsored Posts”

+ Reaching low income expectant and new moms
  + We are still able to reach this demographic with a HHI under $40,000

+ In both English and Spanish

+ Promoting WIC enrollment within the Facebook feed.
HCP Trade Advertising

Professional/Trade Advertising
Contemporary OB/GYN
Contemporary Pediatrics
American Academy of Pediatrics
Nursing for Women’s Health

Direct Mail campaign to all
A programmatic campaign that defines and targets the WIC audience across digital channels through multiple tactics (including behavioral targeting, remarketing and social), and drives moms along the path to enrollment.
Objective & Methodology

Objective: Advertising recall, engagement & actions taken

Sample Design: Each wave targeted members of Meredith’s We Know Women consumer panel who read Parents, Fit Pregnancy and Baby, Parents Latina, and/or Ser Padres.

Wave 1:
- February 2017

Wave 2:
- June 2017

Wave 3:
- November 2017
Creative Units Tested

Meredith Custom Solutions designed and executed each print ad.

Source: 2017 Meredith WIC Advertising Effectiveness Study
Which Ad Performed Better?

Source: 2017 Meredith WIC Advertising Effectiveness Study
AND WE'RE HERE TO HELP.

WIC provides healthy food, nutrition education, and breastfeeding guidance to more than 8 million women and children. If you're pregnant, a caregiver, or a mom with children under 5, you can get the right personalized support for you and your family.

SEE IF YOU QUALIFY
CALL 1-844-601-0366
TEXT keyword ply + your zip code to 67094
VISIT ply.signupwic.com

+10 Pts. For Ad Recall from Waves 1-3

Source: 2017 Meredith WIC Advertising Effectiveness Study
Summary: Key Survey Highlights

- 95% Aware of WIC
- 87% 8 Million Women, Infants and Children Receive WIC Benefits
- 93% Interested in Learning More About WIC
- 63% Contacted/Recommended/Used WIC In Past Year
- 81% 54% 59%
- 85% 33% 41%
- 54% 59%
- 41% 75% 75%

Source: 2017 Meredith WIC Advertising Effectiveness Study
WIC Advertising Effectively Captures Attention, Informs and Engages Readers

Testimonials from the beginning to the end of the campaign:

“The WIC ad grabs my attention; I would stop and look at it”

“The WIC ad is believable, I trust the information”

“I really like this ad for WIC”

“Is informative, communicates new information”

“Is relevant and written for someone ‘like me’”

“Makes readers more likely to recommend WIC to others”

Source: 2017 Meredith WIC Advertising Effectiveness Study
WIC Ads Outperform Other Ads

Compared to other ads you’ve seen in our magazine, what did you think of this ad? Why?

Showing parents that their kids believe in them and depend on them. And that with WIC, you have help.

When I had my daughter, I was a young single mother making very little money. I used WIC for a couple of years and was so happy to have the help, at a time in my life when my child really needed it. I think this ad helps take some of the stigma out of using the program.

Because it shows a Latina mom with your young child which I strongly identified with.

I love the photo of mom and her son with his hand lovingly on her pregnant belly. It draws my attention and then I see it’s WIC. It’s a good ad.

I like seeing how engaged mothers and their children are. It’s eye catching and speaks the truth. WIC is a fantastic program.

It is simple and easy to understand.
It provides positive reinforcement to mothers who often need encouragement. It’s a cute picture.

I love that it’s real. It shows a mom bonding with her baby and encouraging the mom not only to use WIC but that she is doing a great job as a mother.

It’s encouraging, relatable and offers help. Also explains WIC as simple as possible.

Source: 2017 Meredith WIC Advertising Effectiveness Study
WIC Ads Outperform Other Ads

Most ad recallers describe the WIC advertising as “better than other ads” they see in *Parents, Ser Padres, Parents Latina, and Fit Pregnancy and Baby.*

<table>
<thead>
<tr>
<th></th>
<th>1st Wave Ad Recallers</th>
<th>2nd Wave Ad Recallers</th>
<th>3rd Wave Ad Recallers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better than other ads</td>
<td>54%</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td>About the same</td>
<td>42%</td>
<td>47%</td>
<td>45%</td>
</tr>
<tr>
<td>Worse than other ads</td>
<td>4%</td>
<td>0</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: 2017 Meredith WIC Advertising Effectiveness Study
WIC is Widely Known and Positively Perceived by Readers

Awareness of WIC has remained stable while perceptions have increased significantly wave-to-wave.

<table>
<thead>
<tr>
<th>Organization</th>
<th>1st Wave Non-Recallers</th>
<th>2nd Wave Ad Recallers</th>
<th>3rd Wave Ad Recallers</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIC (The Special Supplemental Nutrition Program for Women, Infants, &amp; Children)</td>
<td>95%</td>
<td>90%</td>
<td>95%</td>
</tr>
<tr>
<td>SNAP (Supplemental Nutrition Assistance Program)</td>
<td>69%</td>
<td>65%</td>
<td>79%</td>
</tr>
<tr>
<td>National School Lunch Program</td>
<td>56%</td>
<td>59%</td>
<td>64%</td>
</tr>
<tr>
<td>Head Start</td>
<td>61%</td>
<td>59%</td>
<td>62%</td>
</tr>
<tr>
<td>TANF (Temporary Assistance For Needy Families)</td>
<td>50%</td>
<td>46%</td>
<td>37%</td>
</tr>
<tr>
<td>Save the Children</td>
<td>14%</td>
<td>23%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Based on anything you have experienced, seen or heard, how would you describe your overall opinion of each of the following organizations? (Favorable Impressions Plotted)
# Reader Familiarity with WIC Benefits Continues to Grow

<table>
<thead>
<tr>
<th>% Who Agree With Statements Based on Anything Experienced, Seen or Heard</th>
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<th>3rd Wave Ad Recallers</th>
<th>Basis Point Change</th>
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<tbody>
<tr>
<td>WIC provides healthy food, nutrition education, and breastfeeding advice</td>
<td>84%</td>
<td>92%</td>
<td>96%</td>
<td>+12</td>
</tr>
<tr>
<td>WIC is a trusted organization</td>
<td>81%</td>
<td>91%</td>
<td>91%</td>
<td>+10</td>
</tr>
<tr>
<td>WIC provides personalized support for today's moms with young children</td>
<td>75%</td>
<td>88%</td>
<td>90%</td>
<td>+15</td>
</tr>
<tr>
<td>WIC addresses the barriers to breastfeeding by offering education, support, and role modeling</td>
<td>67%</td>
<td>86%</td>
<td>88%</td>
<td>+21</td>
</tr>
<tr>
<td>WIC is dedicated to helping all types of caregivers including dads, foster parents, grandparents, etc.</td>
<td>58%</td>
<td>77%</td>
<td>87%</td>
<td>+29</td>
</tr>
<tr>
<td>8 million women, infants and children receive WIC benefits</td>
<td>63%</td>
<td>81%</td>
<td>85%</td>
<td>+22</td>
</tr>
<tr>
<td>WIC is the nation's most successful public health nutrition program</td>
<td>56%</td>
<td>77%</td>
<td>83%</td>
<td>+27</td>
</tr>
</tbody>
</table>

Source: 2017 Meredith WIC Advertising Effectiveness Study
Paid Facebook Media Testing
Breakdown of a Sponsored Post

Headline: National WIC Association

Social Copy:
Because your family comes first, let us support you in their development with expert guidance and nutrition.

Call To Action:
Women, Infants, and Children. Find WIC Locations Near You
SIGNUPWIC.COM

Apply Now
Which Post Resonated Better?
WIC Facebook Testing

Social Copy: Empowerment vs. Helping Hand
Tests 1-4

Empowerment Messages:

+ **Headline:**
  + Invincible!
  + Nothing is Impossible

+ **Social Copy:**
  + You can do this. We can help. We'll provide the guidance and financial support that you and your baby deserve.
  + Because your family comes first, let us support you in their development with nutrition and expert guidance.
  + Be the superhero they see in you. Tap into our available resources for your family's health and nutrition.

Helping Hand Messages:

+ **Headline:**
  + We're Here to Help
  + Set Them Up For Life

+ **Social Copy:**
  + WIC provides a community of support to help your family get the healthy food it needs.
  + Contact us to receive food, nutritionists' guidance, and other free services for you and your family.
  + Their well-being is our priority, too. Let us help your family grow healthy and strong with nutritious food and expert guidance.

Results:

+ Empowerment message performed significantly better

*Each test lasted 2 weeks.*
WIC Facebook Testing

+ **Test 5**: Call to Action
  + Learn More vs. Apply Now
  + **RESULT**: “Apply Now” performed significantly better

+ **Test 6**: Emojis in Social Copy vs. No Emojis
  + **RESULT**: The social copy without emojis performed better

+ **Test 7**: Image of Just Child vs. Image of Mom and Child
  + **RESULT**: Image of Mom and Child performed significantly better

*Each test lasted 2 weeks.*
WIC Fact vs. General Copy

WIC Fact: WIC helps kids prepare for school: kids who’ve received WIC benefits show improved intellectual development.

General Copy: We care about fueling healthier families.

WIC Fact vs. WIC Mom Testimonial

WIC Fact: WIC has been shown to yield better birth outcomes; increase key nutrients in the diet; and help ensure adequate growth and development.

WIC Mom Testimonial: “WIC has meant support in my journey to becoming a mom” – WIC Participant, FL.

*Currently being tested

*Each test lasted 2 weeks.
Results:
- The last two rounds delivered the largest reach, impressions, interactions and clicks of the program, with more than 1.8 million impressions that reached more than 600k qualified users in four weeks.

Learnings:
- Positive Message vs Program Facts: Facts outperformed positive messaging.
- Fact vs Quote: Quotes from real program participants are outperforming facts on the program by more than double!

Optimizations:
- MXM recommends the inclusion of a Facebook Pixel on signupwic.com to better track conversions coming from Facebook.
- Expanding the Facebook program to include video will improve the program's reach and learnings due to the latest FB algorithm update, and potential segment saturation of the previous ad formats.
## PAID FACEBOOK SOCIAL PERFORMANCE OVERVIEW

### KPI SUMMARY

<table>
<thead>
<tr>
<th>Target</th>
<th>Testing</th>
<th>Flight Dates</th>
<th>Clicks</th>
<th>Reach</th>
<th>Impressions</th>
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</thead>
<tbody>
<tr>
<td>Round 1 - General Market</td>
<td>N/A</td>
<td>5/5/17 - 5/20/17</td>
<td>7,079</td>
<td>150,021</td>
<td>376,891</td>
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<tr>
<td>Round 1 - Hispanic Market</td>
<td></td>
<td>5/5/17 - 5/20/17</td>
<td>3,415</td>
<td>65,918</td>
<td>268,955</td>
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<tr>
<td>Round 2 - Gen Market (click-to-call)</td>
<td>Ad Type</td>
<td>5/20/17 - 6/2/17</td>
<td>10</td>
<td>2,896</td>
<td>108,095</td>
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<tr>
<td>Round 2 - Hispanic Market (click-to-call)</td>
<td></td>
<td>5/20/17 - 6/2/17</td>
<td>16</td>
<td>37,335</td>
<td>42,395</td>
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<tr>
<td>Round 2 - Gen Market (click-to-call)</td>
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<td>5/20/17 - 6/2/17</td>
<td>3,076</td>
<td>78,389</td>
<td>172,244</td>
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<tr>
<td>Round 2 - Hispanic Market (click-to-call)</td>
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<td>5/20/17 - 6/2/17</td>
<td>906</td>
<td>38,606</td>
<td>94,355</td>
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<td>Round 3 - Hispanic WEST (helping hand)</td>
<td>Tone</td>
<td>6/3/17 - 6/16/17</td>
<td>1,021</td>
<td>24,874</td>
<td>88,869</td>
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<td>Round 3 - Hispanic EAST (empowerment)</td>
<td></td>
<td>6/3/17 - 6/16/17</td>
<td>1,010</td>
<td>24,143</td>
<td>80,899</td>
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<td>Round 3 - Gen Market WEST (helping hand)</td>
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<td>41,959</td>
<td>108,956</td>
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<tr>
<td>Round 3 - Gen Market EAST (empowerment)</td>
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<td>6/3/17 - 6/16/17</td>
<td>3,660</td>
<td>70,610</td>
<td>180,760</td>
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<td>Round 4 - Hispanic WEST (empowerment)</td>
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<td>6/17/17 - 6/30/17</td>
<td>1,011</td>
<td>24,995</td>
<td>81,233</td>
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<td>Round 4 - Hispanic EAST (helping hand)</td>
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<td>6/17/17 - 6/30/17</td>
<td>1,018</td>
<td>26,065</td>
<td>81,959</td>
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<td>Round 4 - Gen Market WEST (empowerment)</td>
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<td>6/17/17 - 6/30/17</td>
<td>2,881</td>
<td>58,660</td>
<td>165,953</td>
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<td>Round 4 - Gen Market EAST (helping hand)</td>
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<td>6/17/17 - 6/30/17</td>
<td>2,761</td>
<td>76,284</td>
<td>174,713</td>
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<td>Round 5 - Hispanic West (copy first)</td>
<td>Format</td>
<td>7/1/17 - 7/21/17</td>
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<td>34,468</td>
<td>105,576</td>
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<td>Round 5 - Hispanic East (Image First)</td>
<td></td>
<td>7/1/17 - 7/21/17</td>
<td>786</td>
<td>32,869</td>
<td>110,770</td>
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<td>Round 5 - Gen Market East (Image First)</td>
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<td>7/1/17 - 7/21/17</td>
<td>1,927</td>
<td>87,876</td>
<td>176,166</td>
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<td>Round 5 - Gen Market WEST (copy first)</td>
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<td>7/1/17 - 7/21/17</td>
<td>2,923</td>
<td>81,495</td>
<td>186,953</td>
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<tr>
<td>Round 6 - Hispanic Market East (Apply Now)</td>
<td></td>
<td>7/22/17 - 8/11/17</td>
<td>969</td>
<td>43,252</td>
<td>133,410</td>
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<td>Round 6 - Hispanic Market West (Learn More)</td>
<td></td>
<td>7/22/17 - 8/11/17</td>
<td>688</td>
<td>36,229</td>
<td>120,205</td>
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<td>Round 6 - Gen Market East (Apply Now)</td>
<td></td>
<td>7/22/17 - 8/11/17</td>
<td>1,163</td>
<td>84,373</td>
<td>213,198</td>
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<tr>
<td>Round 6 - Gen Market - West (Learn More)</td>
<td></td>
<td>7/22/17 - 8/11/17</td>
<td>1,122</td>
<td>77,225</td>
<td>185,223</td>
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</table>
## PAID FACEBOOK SOCIAL PERFORMANCE OVERVIEW (cont.)

<table>
<thead>
<tr>
<th>Round</th>
<th>Market</th>
<th>Type</th>
<th>Date Range</th>
<th>Link Clicks</th>
<th>Reach</th>
<th>Impressions</th>
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<tr>
<td>7</td>
<td>WEST</td>
<td>Emoji's</td>
<td>8/12/17 - 9/8/17</td>
<td>924</td>
<td>73,780</td>
<td>173,575</td>
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<td>7</td>
<td>EAST</td>
<td>Emoji's</td>
<td>8/12/17 - 9/8/17</td>
<td>1,061</td>
<td>84,559</td>
<td>182,258</td>
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<tr>
<td>7</td>
<td>EAST</td>
<td>Emoji's</td>
<td>8/12/17 - 9/8/17</td>
<td>1,168</td>
<td>41,034</td>
<td>130,259</td>
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<tr>
<td>7</td>
<td>WEST</td>
<td>Emoji's</td>
<td>8/12/17 - 9/8/17</td>
<td>948</td>
<td>41,811</td>
<td>128,047</td>
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<tr>
<td>8</td>
<td>EAST</td>
<td>Without Emoji's</td>
<td>9/9/17 - 9/22/17</td>
<td>1,348</td>
<td>122,130</td>
<td>388,294</td>
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<td>8</td>
<td>WEST</td>
<td>Without Emoji's</td>
<td>9/9/17 - 9/22/17</td>
<td>1,222</td>
<td>119,487</td>
<td>377,817</td>
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<tr>
<td>8</td>
<td>EAST</td>
<td>Without Emoji's</td>
<td>9/9/17 - 9/22/17</td>
<td>807</td>
<td>46,608</td>
<td>188,580</td>
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<tr>
<td>8</td>
<td>WEST</td>
<td>Without Emoji's</td>
<td>9/9/17 - 9/22/17</td>
<td>655</td>
<td>47,600</td>
<td>192,384</td>
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<tr>
<td>9</td>
<td>WEST</td>
<td>General copy</td>
<td>9/23/17 - 10/6/17</td>
<td>3,662</td>
<td>117,682</td>
<td>359,150</td>
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<tr>
<td>9</td>
<td>EAST</td>
<td>Fact</td>
<td>9/23/17 - 10/6/17</td>
<td>4,715</td>
<td>127,375</td>
<td>352,902</td>
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<tr>
<td>9</td>
<td>WEST</td>
<td>General copy</td>
<td>9/23/17 - 10/6/17</td>
<td>2,247</td>
<td>46,523</td>
<td>185,022</td>
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<tr>
<td>9</td>
<td>EAST</td>
<td>Fact</td>
<td>9/23/17 - 10/6/17</td>
<td>1,952</td>
<td>40,564</td>
<td>159,714</td>
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<tr>
<td>10</td>
<td>WEST</td>
<td>Quote</td>
<td>10/7/17 - 10/20/17</td>
<td>6,297</td>
<td>149,726</td>
<td>438,895</td>
</tr>
<tr>
<td>10</td>
<td>WEST</td>
<td>Fact</td>
<td>10/7/17 - 10/20/17</td>
<td>831</td>
<td>48,272</td>
<td>121,380</td>
</tr>
<tr>
<td>10</td>
<td>EAST</td>
<td>FACT</td>
<td>10/7/17 - 10/20/17</td>
<td>310</td>
<td>15,817</td>
<td>36,803</td>
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<tr>
<td>10</td>
<td>EAST</td>
<td>Quote</td>
<td>10/7/17 - 10/20/17</td>
<td>2,955</td>
<td>62,391</td>
<td>227,467</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td><strong>LINK CLICKS</strong></td>
<td><strong>REACH</strong></td>
<td><strong>IMPRESSIONS</strong></td>
<td><strong>71,635</strong></td>
<td><strong>2,383,901</strong></td>
<td><strong>6,900,325</strong></td>
</tr>
</tbody>
</table>
Key Takeaways
How Print Media Has Been Successful For WIC

Attitudes about WIC Benefits have changed

<table>
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<tr>
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How Digital Media Has Been Successful For WIC

- Driven 1.1MM moms toSignUpWic.com

- In participating states, 186,000 moms have called a WIC office

- Seamless interface

- Customer service has improved

Where Are Users Coming From?

- Banner Ad: 632,684
- Search: 254,373
- Print & POC: 106,174
- Facebook: 71,635