

WIC Program Advertising Campaign

SCHEDULE: APRIL, MAY & JUNE 2024

GOAL: Create awareness and educate key focus audiences about fresh food, nutrition and breastfeeding best practices, support and education. Increase early enrollment in WIC for pregnant women in the first trimester.

AUDIENCE: Woman Aged 18 to 35/40; Key Audience Influencers: Physicians, Parents, Faith Leaders, Etc.

MESSAGING: Existing WIC Fresh Spot + Coordinating Digital & Social Media

Existing Spot Link: <https://youtu.be/kR2juh7kU0g?feature=shared>

WIC COMMUNICATIONS PLAN: APRIL – JUNE

Olmsted Associates Project Management/Professional & Creative Fees	\$ 2,250.
Higher Quality TV Production Costs	\$NA -- Existing Creative
BROADCAST COMMUNICATIONS	
Cable Television with OTT/Streaming	\$11,250.
Approximately 14,654 Flint Zone Spots + 300,555 OTT Impressions, Pulsed Over 12 Weeks	
DIGITAL & SOCIAL COMMUNICATIONS	
Social Media: Facebook & Instagram	\$ 1,500.
Boosted Posts / 6 Posts Pulsed Over 12 Weeks	
Social Media: YouTube Pre Roll	\$ 5,000.
Approximately 1,550,000 Impressions, Pulsed	
TOTAL	\$20,000.00

APPROVED:

On behalf of Genesee County Health Department Date Karl Olmsted, Olmsted Associates, Inc. Date

