

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.
<i>Approximately 14,654 Flint Zone Spots + 300,555 OTT Impressions, Pulsed Over 12 Weeks</i>	

DIGITAL & SOCIAL COMMUNICATIONS

Social Media: Facebook & Instagram	\$ 1,500.
<i>Boosted Posts / 6 Posts Pulsed Over 12 Weeks</i>	

Social Media: YouTube Pre Roll	\$ 5,000.
<i>Approximately 1,550,000 Impressions, Pulsed</i>	

TOTAL	\$20,000.00
--------------	--------------------

APPROVED:

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

