

“What’s Your Vision” 2021 Campaign Report

February 4, 2022





Campaign Overview



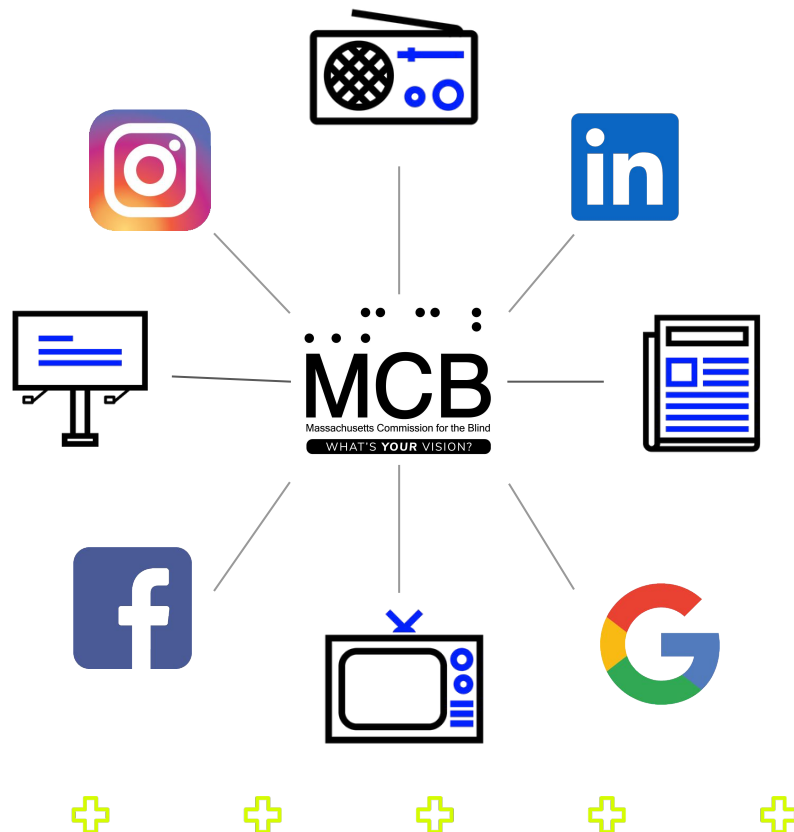
Campaign Strategy

Goal: Omnichannel Awareness

Key Performance Indicators (KPIs):

- Impressions (# of times the ad has been viewed)
- Clicks
- Click Through Rate (CTR)
- Video Views

Campaign Dates: May - October 2021



Campaign Timeline

MAY JUNE JULY AUGUST SEPTEMBER OCTOBER

Online
Campaign
Launch

Google
Search
Launch

Creative
Refresh

Virtual
Event Ads
Launch

Online
Campaign
Ends

ONLINE CAMPAIGNS

OFFLINE CAMPAIGNS

Radio
Launch

TV
Launch

June 10
Print Ad #1

July 26
Print Ad #2

MassDOT
Launch

Aug 29
Print Ad #3

MassDOT
Copy
Change

Oct 8
ALDS Game 2

Oct 14
Print Ad #4



Online Campaign





Online Placements



- 5 Platforms
 - Facebook
 - Instagram
 - LinkedIn
 - Google Search
 - YouTube
- 4 Audiences
 - Visually Impaired
 - Potential Employers
 - Eye Care Providers
 - Caretakers, General Audience
- 1 Campaign Refresh - July



ONLINE CAMPAIGN RESULTS

8,893,743
Impressions





ONLINE CAMPAIGN RESULTS

**105,250
Clicks**





ONLINE CAMPAIGN RESULTS

1.18%
Combined CTR



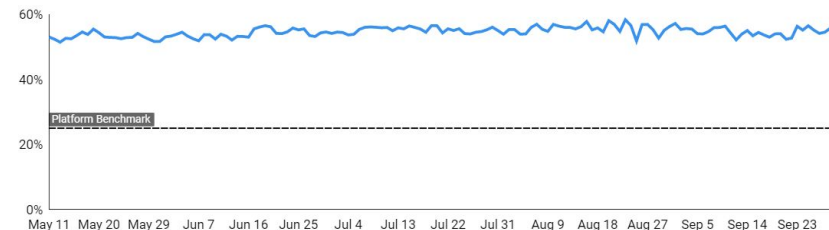
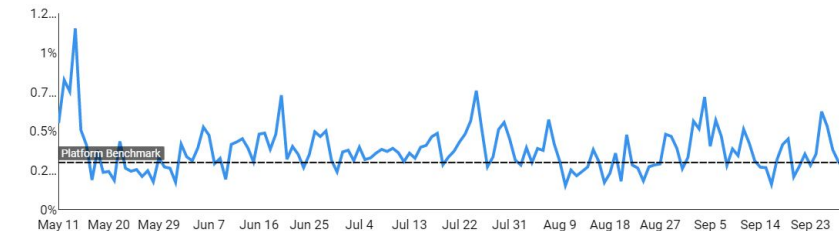
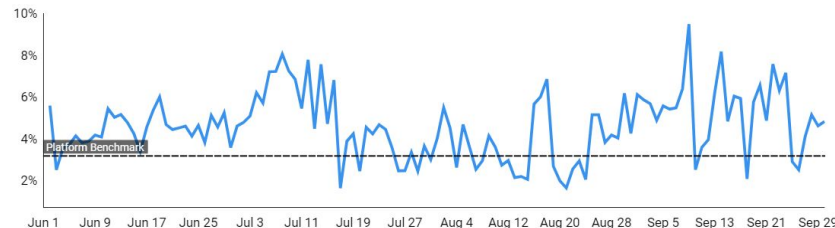
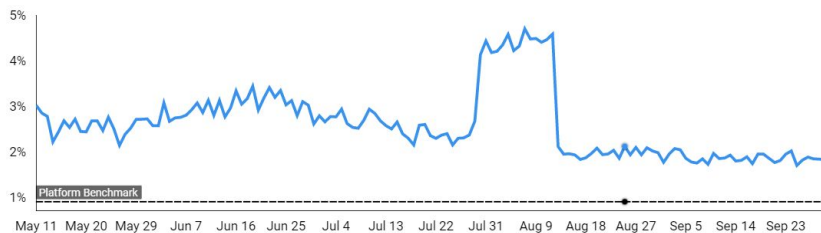


ONLINE CAMPAIGN RESULTS

3,284,740
Video Views



CTR / Video View Rate Over Time



Top Performing Ads

Facebook

Benchmark 0.90%



MCB helps you focus on the ability, not the disability. Click to learn how MCB can be your workforce partner.



MASS.GOV
Your Workforce Partner [LEARN MORE](#)

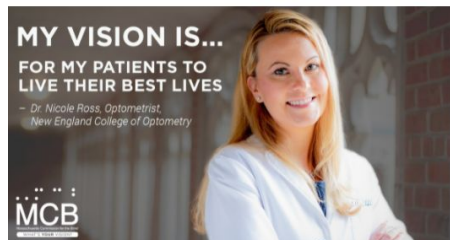
CTR: 4.29%

LinkedIn

Benchmark 0.30%



We're here to help your patients who are legally blind. Take the first step and register them today.



Support and Services [Learn more](#)
mass.gov

CTR 0.47%

YouTube

Benchmark 25.00%

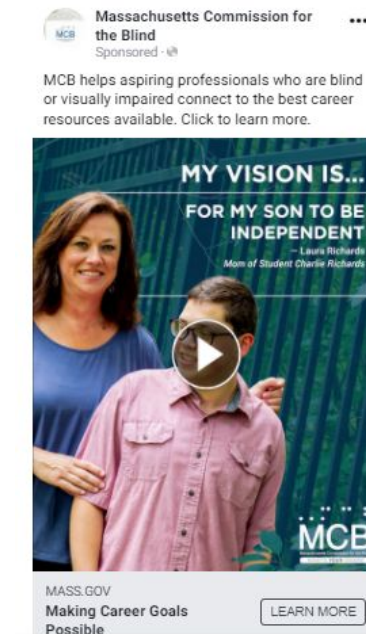


View Rate: 58.10%



Creative Insights

- **Every single creative** that was implemented performed **above benchmark**.
 - This indicates our ads were compelling, hitting the right audience, and strategic.
- **Videos performed better than static** on Facebook.
 - This is in alignment with what we typically see on the platform.
 - This informed our mid-campaign creative refresh featuring **animations**.





Offline Campaign



Offline Placements



- 10 Radio Stations
- 7 Publications
- 7 Cable Zones
- 4 TV Stations



OFFLINE CAMPAIGN RESULTS

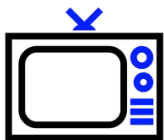
Complete Statewide Coverage
Across 20+ Media Outlets

41,568,563
Impressions



OFFLINE CAMPAIGN RESULTS

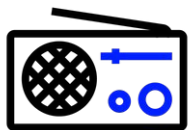
Complete Statewide Coverage
Across 20+ Media Outlets



10,017
TV ADS

28,664,287

Impressions^{*}
*Includes OTT



3,066
RADIO ADS

9,316,107

Impressions



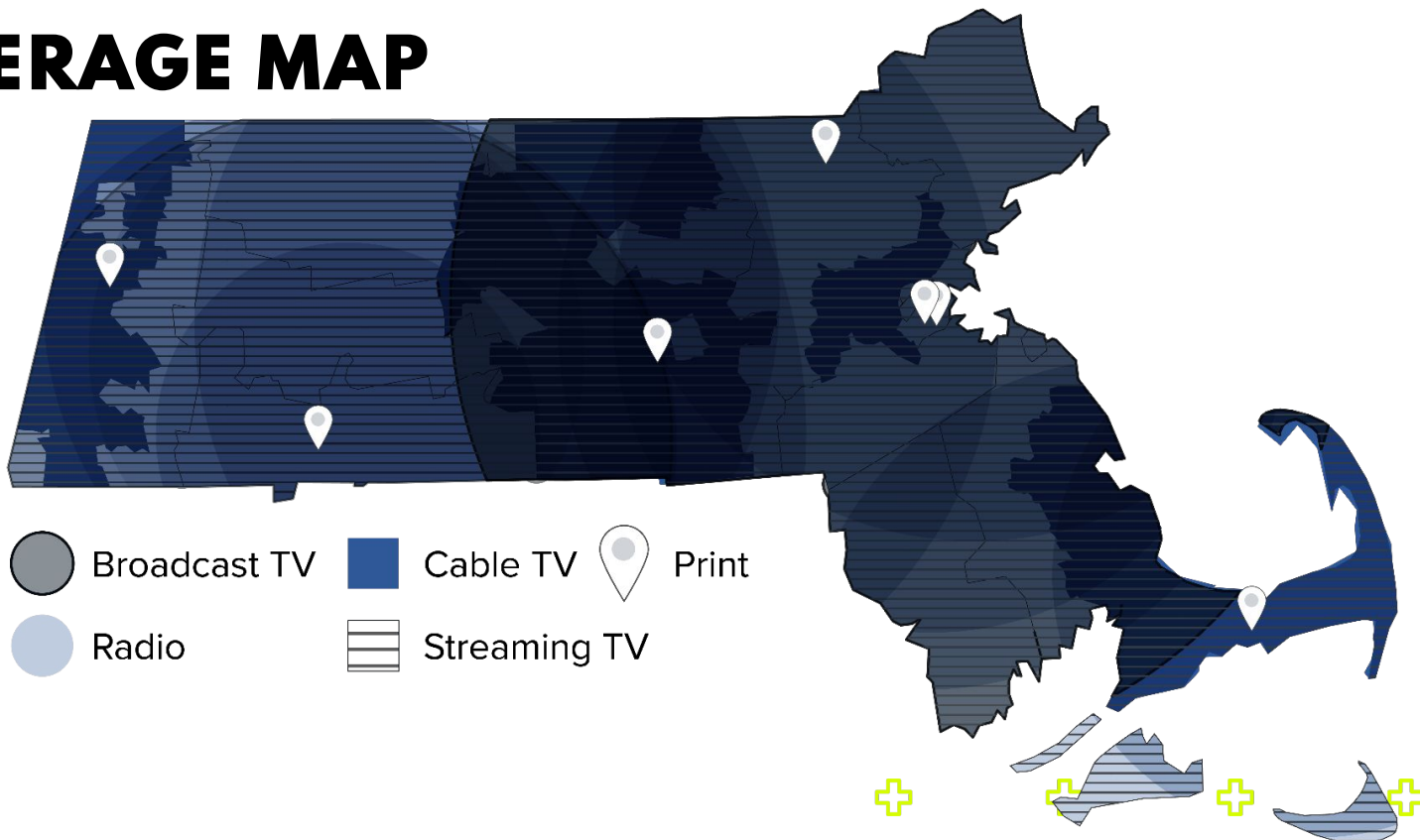
21
PRINT ADS

3,588,169

Readership



COVERAGE MAP

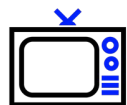


MASSDOT POSSIBLE PLACEMENTS

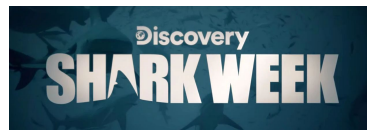


SPORTS PLACEMENT HIGHLIGHTS





TV PLACEMENT HIGHLIGHTS





PRINT PLACEMENTS (sample)

Colleen 6.10.21



Yewellyn 7.26.21



Webinar 8.29.21



Charlie 10.14.21



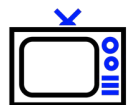


PRINT BONUS WEIGHT ACHIEVED

- **1x FREE** Boston Globe Sunday ad
- **Discounts** off all rate card pricing for each publication

\$23,000 Total Negotiated
Bonus Value



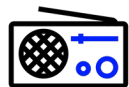


TV BONUS WEIGHT ACHIEVED

- Bonus GRP - **1,454.30**
- Bonus Spots - **5,766**
- Bonus Impressions - **15,038,062**
- Bonus Programming Sample Highlights:
 - Paralympics ,Yellowstone, MLB Baseball, SNL

113% Bonus Weight Overall





RADIO BONUS WEIGHT ACHIEVED

- Bonus Spots - **1,832**
- Bonus Impressions - **4,722,707**
- Without NPR being able to offer bonus weight (Non-Profit)

103% Bonus Weight Overall



THANK YOU

