Georgia Access
Public Awareness Campaign and Outreach Approach

July 15, 2022
Georgia Access Campaign Strategy & Media Plan

The State of Georgia is implementing a robust and comprehensive public awareness campaign for Georgia Access to drive consumer awareness and enrollment in addition to conducting outreach activities with key stakeholders. The purpose of this document is to outline the State’s marketing and outreach approach across six key areas.

1. Georgia Access Campaign Strategy & Media Plan
2. Georgia Access Website
3. GAEP Marketing
4. Community Partner Engagement
5. Agent Engagement
6. Consumer Noticing
Section 1: Georgia Access
Campaign Strategy & Media Plan
Georgia Access Public Awareness Campaign: Our Approach

The State has partnered with a marketing and advertising vendor to increase awareness of Georgia Access and effectively target current consumers and the uninsured population, focusing on removing barriers to access and ultimately driving enrollments. The following outlines the 5 phases of the public awareness campaign.

1. **DISCOVER**
   Conduct quantitative and qualitative research to understand the intended audience’s needs, values, motivators, and behaviors.

2. **STRATEGIZE**
   Develop a media strategy with a mix of paid and owned channels and statewide partnerships using the segmentation and channel analysis conducted in the Discover phase.

3. **CREATE**
   Develop graphics and print lay-outs to build brand recognition, trust, and credibility of Georgia Access with Georgians across the State.

4. **EXECUTE**
   Launch and manage the Public Awareness Campaign across social and traditional media channels.

5. **MEASURE & REPORT**
   Disseminate regular performance reports based on analytics and social media monitoring and apply those findings to further optimize creative and messaging.
Strategic Media Planning

The Georgia Access Campaign Strategy & Media Plan uses a mix of owned and paid media and leverages partnerships throughout Georgia to target eligible individuals across counties, ages, and demographic groups to encourage enrollment at all stages of the customer journey.

### Key Components

<table>
<thead>
<tr>
<th>Owned Media</th>
<th>Approach for Georgia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop and distribute educational content that can be published or distributed by others, including website updates, op-eds, press releases, etc.</td>
<td>Leverage Georgia OCI social media pages</td>
</tr>
<tr>
<td>Ensure brand and message alignment on Georgia Access website</td>
<td>Encourage state leaders to spread awareness of Georgia Access program</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partnerships</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Empower organizations and local communities to connect with citizens directly.</td>
<td>Frequently engage with carriers, web-brokers, Georgia DCH, and Georgia DHS to answer questions</td>
</tr>
<tr>
<td>Provide toolkit for partners to utilize and educate their communities or customers</td>
<td>Encourage partners to distribute Georgia Access content on their channels independently</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Paid Media</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Leverage digital and traditional media to effectively amplify messaging and target eligible audiences.</td>
<td>Drive mass awareness through TV, radio, and print channels</td>
</tr>
<tr>
<td>Increase brand recognition through social and programmatic placements</td>
<td>Meet users where they are searching through keyword targeting</td>
</tr>
</tbody>
</table>

5
Identifying Our Audience

The primary and secondary audiences are identified and were translated into actionable audience personas to develop the marketing approach.

**Primary Audience Profiles** remain a priority with the highest likelihood to convert. This audience is identified via third party data and activated against across channels.

Prospective profiles are seeded from a combination of core audience (primary + secondary) attributes and researched data.

Secondary audiences can be segmented into multiple, smaller subsets or personas (e.g., geographically, with children in home).
Our Media Plan Approach

A conversion funnel demonstrates the different stages in a customer’s or user’s journey, which helps determine the right media plan and tactics to increase awareness and eventually adoption.

An integrated marketing mix will increase awareness and consideration and lead into an individual taking an action.
Media Plan Overview

Below is a breakdown of how the budget will be spent per audience and channel to align with customer journey and media approach.
# Planned Media Mix Overview

## MEDIA PLAN

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Split</th>
<th>Audience/ Targeting</th>
<th>Channel</th>
<th>Tactic</th>
<th>Publisher/Network Considerations</th>
<th>Approach</th>
<th>% Mix</th>
<th>Total Spend</th>
<th>Anticipated Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper Funnel</td>
<td>66%</td>
<td>Uninsured</td>
<td>TV / Video</td>
<td>Linear TV &amp; Zoned Cable, GAB TV PSAs</td>
<td>Local Broadcast Stations (including Hispanics), Local Cable Providers, Georgia Association of Broadcasters, Premium Video Inventory via The Trade Desk</td>
<td>Local Broadcast TV &amp; Cable to drive awareness and achieve a high-impact presence across the State of Georgia. Data-Driven Cable to deliver ads in programming that is proven to be consumed by an audience with attributes and behaviors that go beyond age &amp; gender. Premium Streaming Video reaches audiences consuming TV content delivered via internet-enabled devices (CTV / OTT).</td>
<td>39.2%</td>
<td>$1,960,000</td>
<td>75-90% of total available reach</td>
</tr>
<tr>
<td>Print</td>
<td></td>
<td></td>
<td>Local Newspaper &amp; Magazine</td>
<td>Recommended Publications: The Albany Southwest Georgian, La Voz De Dalton El Periódico de la Comunidad Hispana, Rolling Out Atlanta, Columbia Times, On- Common Ground News, The Savannah Tribune, Atlanta Inquirer, Mundo Hispanico – Atlanta, The Atlanta Voice, Que Pasa, La Voz Latina, Farmers and Consumers Market Bulletin</td>
<td>Local newspapers &amp; magazines allow for sustained brand awareness within local communities. Focus on publications reaching Hispanic &amp; African American audiences across the State of Georgia. Also includes the Farmers and Consumers Market Bulletin</td>
<td>2.5%</td>
<td>$125,000</td>
<td>TBD based on final vendor negotiations</td>
<td></td>
</tr>
<tr>
<td>Audio</td>
<td></td>
<td></td>
<td>News/Traffic/Weather/Info Reads, Local Radio, GAB PSAs, Streaming, Podcast</td>
<td>Local Radio Stations (including Hispanics), Georgia Association of Broadcasters, Pandora, iHeart, Spotify</td>
<td>Utilize Audio as awareness driver targeting all radio metros across the state of Georgia. Format Recommendations: News, Urban, Country, Hispanic.</td>
<td>16.0%</td>
<td>$800,000</td>
<td>50-75% of total available reach</td>
<td></td>
</tr>
<tr>
<td>Sports</td>
<td></td>
<td></td>
<td>Local CBS broadcast stations for SEC Football Game of the Week, Atlanta Braves Radio Network</td>
<td></td>
<td>Align the Georgia Access brand with Sports during the soft launch phase of this campaign, starting as early as late-August. Positioning GA in beloved sports programming will help to build awareness within safe and high-visible programming.</td>
<td>8.0%</td>
<td>$400,000</td>
<td>TBD based on final vendor negotiations</td>
<td></td>
</tr>
<tr>
<td>Middle Funnel</td>
<td>28%</td>
<td>Uninsured Look-a-likes</td>
<td>Search (Non-Brand)</td>
<td>Industry Searches, Competitive Conquering</td>
<td>Google</td>
<td>Reach target audience that is researching healthcare to increase brand awareness and site traffic</td>
<td>5.0%</td>
<td>$250,000</td>
<td>366,000</td>
</tr>
<tr>
<td>Social</td>
<td></td>
<td></td>
<td>Prospecting Lookalike Modeling</td>
<td>Facebook</td>
<td>Reach uninsured &amp; insured audience based on age, income level, education, relationship status, interests, and language to create awareness for Georgia Access.</td>
<td>5.0%</td>
<td>$250,000</td>
<td>2,240,000</td>
<td></td>
</tr>
<tr>
<td>Programmatic (Display, Video)</td>
<td></td>
<td></td>
<td>Contextual Prospecting Lookalike Modeling</td>
<td>The Trade Desk</td>
<td>Programmatic display &amp; video offers efficiency and scale. By using leading media tactics like retargeting and sequential messaging, coupled with high IQ targeting strategies, we can ensure we are reaching the right prospects with the right message across the web.</td>
<td>10.3%</td>
<td>$515,000</td>
<td>75-90% of total available reach</td>
<td></td>
</tr>
<tr>
<td>Digital Video</td>
<td></td>
<td></td>
<td>Contextual + Competitive Pre-roll/mid-roll</td>
<td>YouTube</td>
<td>Increase brand awareness by reaching optimal audiences with dynamic ads and copy while driving full price revenue and urgency during promotion periods.</td>
<td>6.0%</td>
<td>$300,000</td>
<td>1,000,000</td>
<td></td>
</tr>
<tr>
<td>Lower Funnel</td>
<td>6%</td>
<td>Insured Look-a-likes Retargeting</td>
<td>Social</td>
<td>Retargeting</td>
<td>Facebook</td>
<td>Retarget the uninsured audience based on engagement, followers, and site lands to create more awareness around Georgia Access. Create UA audience based on engagement.</td>
<td>2.3%</td>
<td>$125,000</td>
<td>896,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Retargeting</td>
<td>Instagram</td>
<td>Retarget the younger uninsured &amp; insured audience to create awareness for Georgia Access</td>
<td>2.5%</td>
<td>$125,000</td>
<td>336,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Search (Brand)</td>
<td>Brand Searches</td>
<td>Google</td>
<td>Support audiences that have declared explicit intent for Georgia Healthcare and maintain user loyalty by preventing competitor conquering</td>
<td>1.0%</td>
<td>$50,000</td>
<td>10,000</td>
</tr>
</tbody>
</table>

**Total Media Spend:** $5,000,000

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Note: The budget and media mix outlines planned allocations but are subject to change throughout the implementation of Georgia Access and Open Enrollment (OE) 2023 based upon reach and consumer needs.
Our Approach to Channel Mix & Tactics

Traditional media offers broad reach and initiates the customer journey, while digital allows us to better personalize marketing efforts and inform users based on where users are within the conversion funnel.

- TV
- Audio
- Print
- Programmatic Display
- Digital Video
- Paid Social
- Branded & Non-Branded Search
- Retargeting
- Website Content

Recruit → Inform → Convert

Outreach → Expose → Establish Credibility → Educate → Justify the Decision → Drive Action

Rinse and Repeat
Television Coverage Map

Linear TV and Zoned Cable campaign tactics will reach the entire State of Georgia.

- Television campaign will reach entire state of Georgia

- 6 Primary DMAs*:
  - Albany
  - Atlanta
  - Augusta
  - Columbus
  - Macon
  - Savannah

- 5 Markets to receive Zoned Cable for coverage in Georgia Counties:
  - Chattanooga
  - Dothan
  - Greenville-Spartanburg-Asheville-Anderson
  - Jacksonville
  - Tallahassee-Thomasville

* A Designated Market Area (DMA) is a group of counties in the United States that is covered by a specific group of television stations. See Appendix for DMA details.
Television: Linear TV & Zoned Cable

Outreach

SPEND BUDGET
• $1,330,950

MESSAGING
• Linear TV & zoned cable
  • November 28-January 15: Enroll Now
  • Georgia Associate of Broadcasters (GAB)
    • September 1-November 1: Learn More
    • November 1-December 31: Enroll Now

PARTNERS
• Local broadcast & cable providers
• Georgia Associate of Broadcasters (GAB)

METRICS
• Estimated impressions
• Analysis of website traffic compared against TV spend

Establish Credibility

MARKET COVERAGE: STATE OF GEORGIA
• Linear DMAs: Albany, Atlanta, Augusta, Columbus, Macon, Savannah
• Zoned DMAs: Chattanooga, Dothan, Greenville-Spartburg-Asheville-Anderson, Jacksonville, Tallahassee-Thomasville
• GAB: State of Georgia

Educate

CREATIVE UNITS
• 0:15 & 0:30 second ads in English & Spanish
• Supply translated script for Hispanic station to record VO in Spanish

Justify the Decision

TARGETING
• Adults 25-54

Drive Action

TIMING
• Linear TV & zoned cable: November 28 – January 15
  • Heaviest presence in January leading up to registration deadline
• Georgia Association of Broadcasters (GAB): 4 months, September 1 - December 31

Note: The budget and media mix outlines planned allocations but are subject to change throughout the implementation of Georgia Access and OE 2023 based upon reach and consumer needs.
Cable TV: Data-Driven

SPEND BUDGET
- $178,550

MESSAGING
- November 28 – January 15: Enroll Now

PARTNERS
- Local Georgia cable interconnects
- Effectv, MediaCom, Spectrum/MediaCom
- Thanksgiving Day Parade, football games, holiday programming and specials

METRICS
- Estimated impressions
- Analysis of website traffic compared against TV spend

MARKETS
- Primary DMAs in Georgia: Albany, Atlanta, Augusta, Columbus, Macon, Savannah
- Cable and OTT1: State of Georgia

CREATIVE UNITS
- Primarily 0:30 second videos
- Minimal inclusion of 0:15 second videos

TARGETING
- Adult 25-64 + Behavioral

TIMING
- November 28 – January 15

1: Over-the-Top (OTT) – Advertisements delivered directly to viewers through the internet via video streaming services

Note: The budget and media mix outlines planned allocations but are subject to change throughout the implementation of Georgia Access and OE 2023 based upon reach and consumer needs.
Premium Streaming Video: OTT (Over-the-Top)

SPEND BUDGET
• $ 450,500

MESSAGING
• November 28 – January 15: Enroll Now

PARTNERS
• The Trade Desk

METRICS
• Impressions
• CPM
• Video views
• Cost per video view

MARKETS
• State of Georgia

CREATIVE UNITS
• 0:30 second video ad

TARGETING
• Adults 25-64, English & Spanish
• Unemployed
• Lower Income
• Adults 25+ Hulu
• Adults 25+ Roku
• Adults 25+ Sling

TIMING
• November 28 – January 15

Note: The budget and media mix outlines planned allocations but are subject to change throughout the implementation of Georgia Access and OE 2023 based upon reach and consumer needs.
Sports: TV & Radio

**SPEND BUDGET**
- $400,000

**MESSAGING**
- September 3 - November 1: Learn More
- November 1 – November 26: Enroll Now

**PARTNERS**
- CBS-TV for SEC Football Game of the Week
- Atlanta Braves Radio Network: Note this is a network that expands beyond the State of Georgia
- Negotiate spots in UGA Football and/or Atlanta Falcons, as budget allows

**METRICS**
- Estimated impressions
- Analysis of website traffic compared against TV spend

**MARKETS**
- SEC Game of the Week in Primary DMAs: Albany, Atlanta, Augusta, Columbus, Macon, Savannah
- Braves Radio Network: 76 radio stations are in the State of Georgia

**CREATIVE UNITS**
- 0:30 second TV & radio ads

**TARGETING**
- Adults 25-54

**TIMING**
- SEC Football: September 3 - November 26
- Atlanta Braves Radio: Mid-to-Late August - October

Note: The budget and media mix outlines planned allocations but are subject to change throughout the implementation of Georgia Access and OE 2023 based upon reach and consumer needs.
Radio – Coverage Map

Radio and audio streaming campaign tactics will reach the entire State of Georgia.

- Radio campaign will reach entire State of Georgia

- Radio MSAs* are shown in green:
  - Albany
  - Atlanta
  - Augusta
  - Brunswick
  - Chattanooga
  - Columbus
  - Macon
  - Savannah
  - Valdosta

- Digital audio reaches all counties in the State

* Metropolitan Statistical Area (MSA) is used to designate a United States metropolitan area. See Appendix for MSA details.
Audio: Radio & Streaming

**SPEND BUDGET**
- $800,000

**MESSAGING**
- News/Traffic/Weather/Info Sponsorship
  - Augusts 29 – September 11: Learn more
  - Terrestrial Radio & Digital Audio
    - November 28 – January: Enroll Now

**PARTNERS**
- Local Radio Stations
- Streaming: Pandora, Spotify
- Streaming & Podcasts: iHeart
- Georgia Association of Broadcasters (GAB)

**METRICS**
- Estimated reach
- Analysis of website traffic compared against radio spend
- Podcast listeners

**MARKETS**
- Terrestrial Radio Metros: Albany, Atlanta, Augusta, Brunswick, Chattanooga, Columbus, Macon, Savannah, Valdosta
- GAB & Digital Audio: State of Georgia

**CREATIVE UNITS**
- 0:15 & 0:30 second Radio Ads
- Companion banner ads: 728x90, 300x250, 320x50, 640x640

**TARGETING**
- Terrestrial Radio:
  - Adults 25-54
  - Format Recommendations: News, Urban, Country, Hispanic
- Digital Audio:
  - Adults 25-64 + Behavioral + Contextual + Audience Targeting

**TIMING**
- 0:15 News/Traffic/Weather/Info Sponsorship: August 29 – September 11 (two weeks surrounding Labor Day weekend)
- Terrestrial Radio & Digital Audio: November 28 – January 15 (heaviest presence in January)
- GAB: September 1 – December 31

Note: The budget and media mix outlines planned allocations but are subject to change throughout the implementation of Georgia Access and OE 2023 based upon reach and consumer needs.
**Print: Newspaper**

**Spend Budget**
- $125,000

**Messaging**
- August 17 – November 1: Learn More
- November 1 – January 13: Enroll Now

**Partners**

**Metrics**
- Subscribers
- Analysis of website traffic compared against print spend

**Markets**
- State of Georgia

**Creative Units**
- Half page, full-color

**Targeting**
- Hispanic & African American audiences
- Also includes the Farmers and Consumers Market Bulletin

**Timing**
- Insertions to run August 17 – January 13

*Note: The budget and media mix outlines planned allocations but are subject to change throughout the implementation of Georgia Access and OE 2023 based upon reach and consumer needs.*
Programmatic: Display & Video

**SPEND BUDGET**
- $515,000

**MESSAGING**
- August 17– November 1: Learn More
- November 1 – January 15: Enroll Now

**PARTNERS**
- The Trade Desk

**METRICS**
- Impressions
- CPM
- Click-through Rate
- Cost per Click
- Website Sessions
- New vs. Returning Users
- Bounce Rate
- Website Sessions
- New vs. Returning Users
- Bounce Rate

**MARKETS**
- State of Georgia

**CREATIVE UNITS**
- Display: 728x90, 300x250, 300x600, 160x600, 970x250, 970x90, 320x50
- 0:15 & 0:30 second Video Ads

**TARGETING**
- A25-64 English & Spanish
- Single mothers, new parents
- Uninsured, Unemployed, Low income
- Site pixel lookalike
- OLV Retargeting
- Contextual Search Terms Category, Contextual Health Insurance Category

**TIMING**
- September 12 – January 15

**Note:** The budget and media mix outlines planned allocations but are subject to change throughout the implementation of Georgia Access and OE 2023 based upon reach and consumer needs.
Digital Video: YouTube

**SPEND BUDGET**
- $300,000

**PARTNERS**
- YouTube, purchased within Google Ads account

**MESSAGING**
- August 17 – November 1: Learn More
- November 1 – January 15: Enroll Now

**METRICS**
- Impressions
- Cost per thousand impressions (CPM)
- Video views
- Cost per video view

**MARKETS**
- State of Georgia
  - Emphasis on targeting counties with highest uninsured rates
  - English and Spanish speakers

**CREATIVE UNITS**
- 0:15 second TrueView In-stream Ad
- 0:30 second TrueView In-stream Ad
- 0:06 second Bumper Ad

**TARGETING**
- Demographic: location, age, gender, parental status, household income
- Location: state, city, zip, and DMAs
- Demographic: age, gender, parental status, household income
- Affinity: target users based on their likes and hobbies based on personas
- In-market: behavior-based audiences of people searching for health services
- Search-based: based on user’s YouTube search history
- Interests: values, attitudes, lifestyle, interests, and hobbies

Note: The budget and media mix outlines planned allocations but are subject to change throughout the implementation of Georgia Access and OE 2023 based upon reach and consumer needs.
Paid Social: Facebook & Instagram

SPEND BUDGET
- Total: $600,000
  - Facebook: $375,000
  - Instagram: $225,000

MESSAGING
- August 17 – November 1: Learn More
- November 1 – January 15: Enroll Now

PARTNERS
- Facebook
- Instagram

METRICS
- Impressions
- CPM
- Reach
- Click-through rate
- Cost per click
- Website sessions
- New vs. returning users
- Bounce rate

MARKETS
- State of Georgia by County
  - Emphasis on targeting counties with highest uninsured rates
- English and Spanish speakers
- Georgia population percentage <20% female seniors, food stamps, young adults, ruralite, married men, married women

CREATIVE UNITS
- 3 Static ads
- 1 Video :06 & :15 seconds
- 1 Carousel
- 3 Spanish static ads

TARGETING
- Location: county
- Demographic: gender, parental status, household income, education, language
- In-market: target users based on their likes and hobbies based on personas
- Remarketing lists: target users by engagement, along with website visits
- Similar audiences: target similar users to those who are interested in Georgia Access

Note: The budget and media mix outlines planned allocations but are subject to change throughout the implementation of Georgia Access and OE 2023 based upon reach and consumer needs.
Google Ads: Branded & Non-Branded Search

**SPEND BUDGET**
- Branded: $50,000
- Non-Branded: $250,000

**MESSAGING**
- August 17 – November 1: Learn More
- November 1 – January 15: Enroll Now

**PARTNERS**
- Google

**METRICS**
- Click-through rate
- Cost per click
- Website sessions
- New vs. returning users
- Bounce rate

**MARKETS**
- State of Georgia
  - Emphasis on targeting counties with highest uninsured rates
  - English and Spanish speakers

**CREATIVE UNITS**
- 2 text ads per ad group
- 1 responsive ad per ad group
- 8 ad extensions per campaign
- 1 translated Spanish text ad

**TARGETING**
- Keyword: search terms related to Georgia Access and healthcare
- Location: state, city, zip, and DMAs
- Demographic: age, gender, parental status, household income
- Affinity: target users based on their likes and hobbies based on personas
- In-market: behavior-based audiences of people searching for health services
- Remarketing lists: target users who have already visited the Georgia Access website
- Similar audiences: target similar users to those who are interested in Georgia Access

*Note: The budget and media mix outlines planned allocations but are subject to change throughout the implementation of Georgia Access and OE 2023 based upon reach and consumer needs.*
Our Approach to Campaign Planning & Flighting

Integrated performance and audience data throughout the customer journey improves the user experience and optimizes spend.

**PHASE 1: RECRUIT & INFORM**

**STRATEGY**
Build mass awareness of Georgia Access focusing on reaching and exposing the most Georgians to our high-level messaging on digital and traditional media.

**AUDIENCE**
Primarily, those not currently enrolled in healthcare who may qualify for affordable health coverage. And secondarily, those currently enrolled and are unaware of the transition.

**FLIGHT**
~2.5 months (Mid August – November 1)

**CHANNELS**
- Television
- Audio
- Print
- Digital Video
- Programmatic
- Display
- Instagram
- Facebook
- Google Search

**PHASE 2: INFORM & CONVERT**

**STRATEGY**
Continue driving awareness and brand recall of Georgia Access, while ramping up on media spend, as Open Enrollment ends and our audience moves down the funnel towards consideration to acting.

**AUDIENCE**
Those targeted in Phase 1, in addition to look-a-like*/similar audiences. We will also be focused on retargeting users who have engaged with the Georgia Access website or other media channels in Phase 1.

**FLIGHT**
~2.5 months (November 1 – January 15)

**CHANNELS**
- Television
- Audio
- Print
- Digital Video
- Programmatic
- Display
- Instagram
- Facebook
- Google Search

*Look-a-like: LAL off uninsured, LAL off insured, LAL off site Visitors, LAL off social followers
Draft Flighting Gantt Chart Over the Next 5 Months

Our total budget will be split among an upper, mid, and lower funnel, serving ads through a mix of social media platforms, search engines, television, radio, and print channels. We will continuously monitor engagement outputs and optimize our marketing strategy to reach the most Georgians in need of affordable healthcare.

Note: The budget and media mix outlines planned allocations but are subject to change throughout the implementation of Georgia Access and OE 2023 based upon reach and consumer needs.
Our Approach to Measurement & Optimization

Throughout the campaign, we track performance through analytics and social media monitoring, optimizing creative, messaging, channel mix, and budget accordingly.

**KEY ACTIVITIES SUPPORTING THIS STAGE**

<table>
<thead>
<tr>
<th>CAMPAIGN PERFORMANCE</th>
<th>Provide regular campaign performance measurements. Examples of metrics could include media delivery data (reach, impressions, clicks), response data (visits, calls, quotes, and policies), enrollments (total and by source), summary view, and geographic cuts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Produce competitive spend reports and ad tracking research to quantify the impact of campaigns</td>
</tr>
<tr>
<td>CAMPAIGN OPTIMIZATION</td>
<td>Optimize campaign on an ongoing basis to refine content strategy, creative, targeting, and channel mix, drawing on data from Google Analytics, first-party publisher reporting, and social media dashboards</td>
</tr>
<tr>
<td>SPEND TRACKING</td>
<td>Perform overall project and/or channel budget tracking, adhering to approved budget parameters (including breakdown by carrier, by market, and by tactics, if required)</td>
</tr>
<tr>
<td></td>
<td>Track and compare estimated costs to actual costs, providing feedback to OCI as needed</td>
</tr>
<tr>
<td>OPEN LINE OF COMMS</td>
<td>Maintain regular communications (e.g., conference calls, POV, news media management, conference reports, status reports)</td>
</tr>
<tr>
<td>FINAL REPORT</td>
<td>Deliver a final campaign report that encapsulates activities across all social and paid channels and identifies new, untapped opportunities for future campaigns</td>
</tr>
</tbody>
</table>
Georgia Access Public Awareness Campaign Measurement Framework

The campaign measurement framework helps establish each channel's role and showcases the range of channels and metrics represented in determining success towards the channels stated goals.

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>PROGRAMMATIC DISPLAY</th>
<th>PAID SEARCH</th>
<th>PAID SOCIAL</th>
<th>DIGITAL VIDEO</th>
<th>TV</th>
<th>AUDIO</th>
<th>PRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Goal</td>
<td>Increase awareness of Georgia Access as an affordable healthcare option for Georgians</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Strategic KPIs</strong></td>
<td>Awareness and Consideration</td>
<td>Awareness and Consideration</td>
<td>Awareness and Consideration</td>
<td>Awareness</td>
<td>Awareness</td>
<td>Awareness</td>
<td>Awareness</td>
</tr>
<tr>
<td><strong>Operational KPIs</strong></td>
<td>Reach and Website Traffic</td>
<td>Reach and Website Traffic</td>
<td>Reach and Website Traffic</td>
<td>Reach</td>
<td>Reach</td>
<td>Reach</td>
<td>Reach</td>
</tr>
<tr>
<td><strong>Diagnostic Metrics</strong></td>
<td>• Impressions</td>
<td>• Impressions</td>
<td>• Impressions</td>
<td>• Impressions</td>
<td>• Estimated Impressions</td>
<td>• Subscribers</td>
<td>• Estimated Reach</td>
</tr>
<tr>
<td></td>
<td>• CPM</td>
<td>• CPM</td>
<td>• CPM</td>
<td>• CPM</td>
<td>• Analysis of website traffic compared against Radio spend</td>
<td>• Analysis of website traffic compared against Print spend</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Click-through Rate</td>
<td>• Reach</td>
<td>• Click-through Rate</td>
<td>• Estimated Reach</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Cost per Click</td>
<td>• Video Views</td>
<td>• Cost per Video View</td>
<td>• Analysis of website traffic compared against TV spend</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Website Sessions</td>
<td>• Cost per Click</td>
<td>• Website Sessions</td>
<td>• Podcast listeners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• New vs. Returning Users</td>
<td>• Website Sessions</td>
<td>• New vs. Returning Users</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Bounce Rate</td>
<td>• Bounce Rate</td>
<td>• Bounce Rate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Data Sources</strong></td>
<td>In-Platform (i.e., Google Display Video 360, Google Analytics)</td>
<td>In-Platform (i.e., Google Search, Google Analytics)</td>
<td>In-Platform (i.e., Facebook, Google Analytics)</td>
<td>In-Platform (i.e., YouTube, CTV Partner)</td>
<td>Media Agency</td>
<td>Media Agency</td>
<td>Media Agency</td>
</tr>
</tbody>
</table>
# Georgia Access Public Awareness Campaign: Key Activities and Milestones

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Target Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract with PAC vendor</td>
<td>4/13/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Approve Project Plan</td>
<td>5/11/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Conduct Interviews</td>
<td>6/1/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Finalize GA Access Logo</td>
<td>6/2/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop Audience Segments And Personas</td>
<td>6/3/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Deliver Marketing Channel Assessment</td>
<td>6/16/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Finalize Style Guide</td>
<td>6/27/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Complete Georgia Access Branding</td>
<td>7/1/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Approve Campaign Strategy &amp; Media Plan</td>
<td>7/15/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Deliver Campaign Assets</td>
<td>7/29/2022</td>
<td>In Progress</td>
</tr>
<tr>
<td>Provide Georgia Access Partner Toolkit</td>
<td>7/31/2022</td>
<td>In Progress</td>
</tr>
<tr>
<td>Purchase Media</td>
<td>8/1/2022</td>
<td>In Progress</td>
</tr>
<tr>
<td>Launch External Campaign</td>
<td>8/17/2022</td>
<td>In Progress</td>
</tr>
</tbody>
</table>
Section 2: Georgia Access Website
Georgia Access Website

The State contracted with its Georgia Access Eligibility System vendor to build the Georgia Access website which will serve as a comprehensive resource for consumers and stakeholders on the program and how to shop for and enroll in coverage.

Included on the website:

- Information on Georgia Access
- Information on how to submit applications online, by phone, or by paper
- Links to enroll through certified GAEPs (web-brokers and carriers)
- Search tool to find local agents
- Screening tool for eligibility
- Secure inbox for consumers to access notices and view their current GAEP and Agent association
- Information on how to file an appeal
- Information on how to access customer support
- Frequently asked questions
- Chatbot help support
- Public Use Files
- Resources for Agents
- Resources for Enrollment Partners
- Information on Qualified Life Events (QLEs) and Special Enrollment Periods (SEPs)
<table>
<thead>
<tr>
<th>Milestone</th>
<th>Target Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secure GeorgiaAccess.gov domain</td>
<td>2/7/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>rights</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop GeorgiaAccess.gov website</td>
<td>6/29/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Conduct user testing on website</td>
<td>7/15/2022</td>
<td>In progress</td>
</tr>
<tr>
<td>Incorporate changes and retest</td>
<td>8/14/2022</td>
<td>Not started</td>
</tr>
<tr>
<td>Launch website</td>
<td>8/15/2022</td>
<td>Not started</td>
</tr>
</tbody>
</table>
Section 3: GAEP Marketing
GAEP Marketing

Once a GAEP is certified for Georgia Access, either as a primary or upstream entity, they will be able to market to consumers, both by informing their current consumers that they can still use their platform for Georgia Access and by attracting uninsured consumers to the market.

Approach

• The State anticipates that GAEPs (both web-brokers and carriers) will conduct marketing and outreach to gain new consumers.
• GAEPs must adhere to federal and state regulations for marketing.
• The State has provided specific Georgia Access marketing requirements and guidelines to GAEPs.
• The State will provide a toolkit of marketing materials and branding assets that GAEPs may leverage.
• GAEPs will be referred to publicly as “certified Georgia Access Partners”.
• GAEPs cannot begin marketing until they have received certification for Georgia Access.
• All GAEP marketing materials must be submitted to the State for review and approval prior to public release.
# GAEP Marketing: Key Activities and Milestones

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Target Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Release GAEP marketing guidelines</td>
<td>6/3/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Share Georgia Access branding materials</td>
<td>6/3/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Update and re-release marketing guidelines</td>
<td>6/30/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Provide Georgia Access Partner Toolkit</td>
<td>7/31/2022</td>
<td>In progress</td>
</tr>
<tr>
<td>Start receiving marketing materials for review</td>
<td>8/1/2022*</td>
<td>Not started</td>
</tr>
<tr>
<td>Certify GAEPs</td>
<td>8/19/2022*</td>
<td>Not started</td>
</tr>
<tr>
<td>GAEPs begin marketing activities</td>
<td>8/19/2022*</td>
<td>Not started</td>
</tr>
</tbody>
</table>

*Dates will vary based on the status of GAEP readiness and certification.
Community Partners

Community organizations play an important role in providing information and resources to the constituents they serve, particularly in underserved areas. The State is implementing a Georgia Access Community Partner Program to supplement the State’s Public Awareness Campaign and enhance outreach and awareness efforts.

Approach

• Community organizations across the State can opt to be Georgia Access Community Partners.
• The State conducted a market scan to identify organizations for outreach and inclusion in the Community Partner Program.
• The State will be conducting outreach to Navigators and Certified Application Counselors (CACs) to inform them how they can participate as Community Partners.
• The State will not be implementing a Navigator or CAC program.
• The State will provide Community Partners with information about Georgia Access throughout Open Enrollment and materials to assist consumers in understanding how to shop for and enroll in coverage through Georgia Access.
## Community Partner Engagement: Key Activities and Milestones

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Target Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conduct market scan to identity potential community organizations</td>
<td>4/1/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Conduct outreach to Navigator organizations</td>
<td>7/18/2022</td>
<td>In progress</td>
</tr>
<tr>
<td>Hold one-on-one meetings with Navigators</td>
<td>8/5/2022</td>
<td>Not started</td>
</tr>
<tr>
<td>Conduct outreach to CACs</td>
<td>8/1/2022</td>
<td>Not started</td>
</tr>
<tr>
<td>Conduct outreach to identified community organizations</td>
<td>8/17/2022</td>
<td>Not started</td>
</tr>
<tr>
<td>Hold webinar with CACs</td>
<td>8/26/2022</td>
<td>Not started</td>
</tr>
<tr>
<td>Launch Georgia Access Community Partner Program</td>
<td>9/6/2022*</td>
<td>Not started</td>
</tr>
</tbody>
</table>

*The state will release information about Georgia Access and answer questions ongoing through OE.*
Section 5: Agent Engagement
Agent Engagement

The State is leveraging completion of CMS Agent Certification for PY 2023 to streamline and simplify the process for agents currently selling on the FFE to be able to participate in Georgia Access. The State has engaged with agents and associations representing agents in Georgia throughout 1332 Waiver development and implementation.

Approach

• The State will email all agents who hold active Accident and Sickness Licenses in Georgia to notify them of the upcoming transition, key dates, and requirements.
• The State will post information about Georgia Access on Agent Organization Memo Boards.
• The State will post information for agents and online trainings on the Georgia Access website.
• Agents will be able to contact the Georgia Access Contact Center with inquiries.
## Agent Engagement: Key Activities and Milestones

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Target Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Present at the Georgia Health Underwriters Association</td>
<td>5/17/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Present at the Professional Insurance Agents Southern Alliance Conference</td>
<td>5/19/2022</td>
<td>Complete</td>
</tr>
<tr>
<td>Email all Agents in Georgia with Accident &amp; Sicknesses licenses</td>
<td>7/20/2022</td>
<td>In progress</td>
</tr>
<tr>
<td>Post Georgia Access Agent Training on the Georgia Access website</td>
<td>8/15/2022</td>
<td>In progress</td>
</tr>
<tr>
<td>Post Georgia Access information on Agent Organization Memo Boards</td>
<td>8/15/2022</td>
<td>Not started</td>
</tr>
<tr>
<td>Import Agent Licensure and CMS 2023 Certification data for ARR</td>
<td>8/24/2022</td>
<td>Not started</td>
</tr>
<tr>
<td>Launch Georgia Access Contact Center which provides support for Agents</td>
<td>9/1/2022</td>
<td>Not started</td>
</tr>
<tr>
<td>Post Georgia Access Agent Portal Trainings</td>
<td>9/15/2022</td>
<td>Not started</td>
</tr>
<tr>
<td>Import updated Agent Licensure and CMS PY 2023 Certification for OE</td>
<td>10/24/2022*</td>
<td>Not started</td>
</tr>
</tbody>
</table>

*After this data transfer, new agents entering the market will have profiles created and certified manually*
Section 6: Consumer Noticing
Consumer Noticing

In order to inform PY 2022 marketplace consumers of the transition to Georgia Access, the State will be sending a series of notices ahead of OE.

Approach

- HealthCare.gov will send a **Transition notice** to active consumers on the upcoming migration to Georgia Access.
- All migrated consumers will receive a **Welcome to Georgia Access notice**.
- The Welcome to Georgia Access notice will inform the consumer if they are already associated with a GAEP or if they are unaffiliated and will need to select a GAEP for OE 2023.
- All migrated consumers will receive **Auto Re-enrollment (ARR) and Eligibility Determination (EDN) notices** prior to OE.
- All migrated consumers will receive Georgia Access notices from the State based off their delivery preference from the FFE (paper vs electronic).
- All consumers will be able to access and view their Georgia Access notices on GeorgiaAccess.gov (secure inbox).
- Consumers who are affiliated with GAEPs in Georgia Access will be able to access and view their Georgia Access notices on their GAEP platform.
## Consumer Noticing: Key Activities and Milestones

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Target Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>HealthCare.gov sends notice to consumers on migration</td>
<td>9/16/2021</td>
<td>Not started</td>
</tr>
<tr>
<td>Send Welcome to Georgia Access notice to migrated consumers</td>
<td>10/21/2022</td>
<td>Not started</td>
</tr>
<tr>
<td>Send ARR and EDN notices to migrated consumers</td>
<td>10/28/2022</td>
<td>Not started</td>
</tr>
</tbody>
</table>