

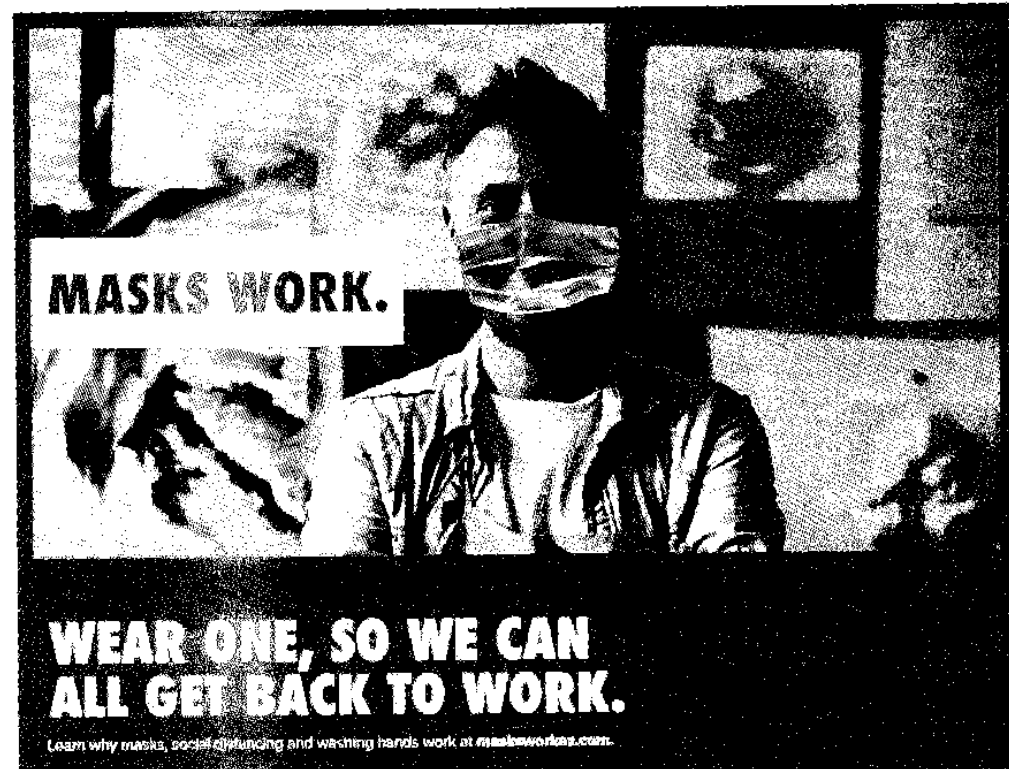
**RIESTER**

Campaign #1:  
Masks Work.

Campaign #1:

Masks aren't fancy. Most are pretty simple. You don't need to be an engineer to make one or have a computer science degree to put one on. They just work. In this campaign, we'll show how masks work to prevent the spread of COVID, and how they work... to get

Arizona back to work, too.



Print and Poster

RIESTER

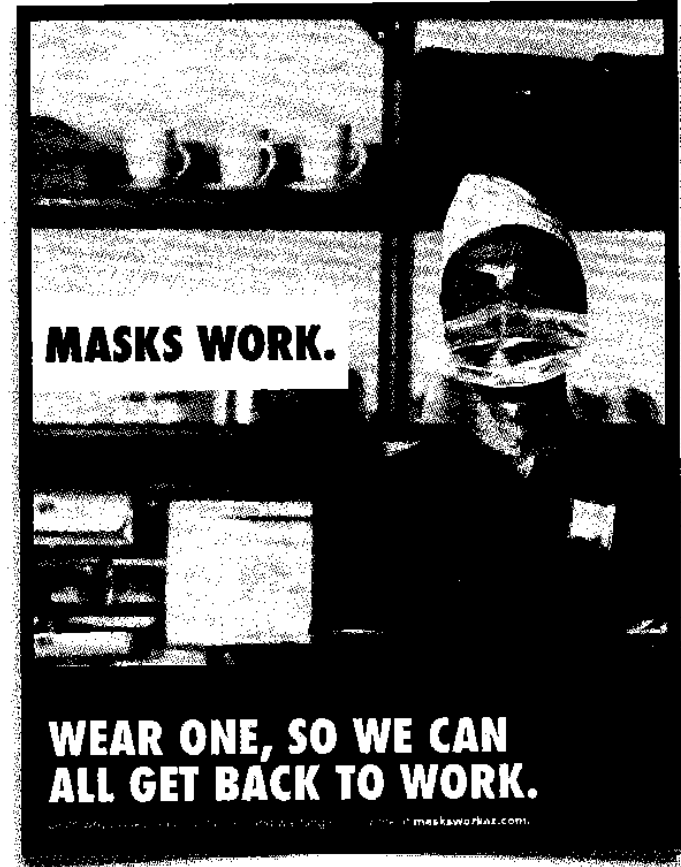
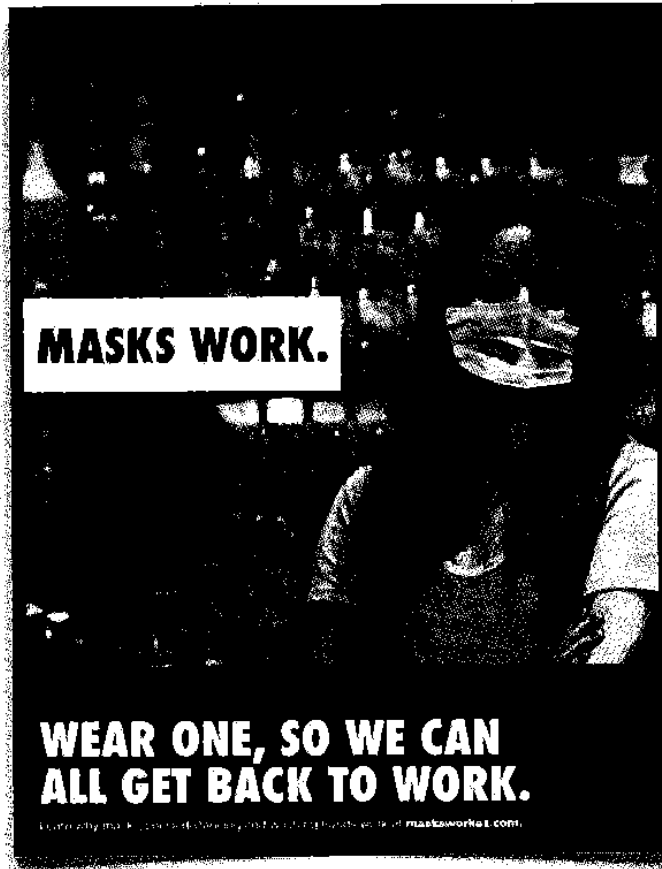


**LAS MASCARILLAS  
SON EFECTIVAS.**

**ÚSALAS PARA PODER REGRESAR  
A NUESTRAS LABORES.**

Informate sobre el correcto uso de mascarillas, el distanciamiento social y lavarse las manos en [maskworkaz.com](http://maskworkaz.com).

Print  
and Poster



## Video



**RIESTER**

"Masks Work" - TV :30

WE SEE DIVERSE PEOPLE PUTTING MASKS OVER THEIR FACES.

ANNCR: Masks work.

They work to prevent the spread Covid 19.

They work to save lives – yours and others.

They work to reopen schools.

They work to reopen restaurants and bars.

They work to keep our economy open.

They work so we can all get back to work.

Wear one. It's so much easier than not working.

CUT TO LOGO.

ANNCR: Learn why masks, social distancing and washing hands work at [maskworkaz.com](http://maskworkaz.com).

SUPER: [maskworkaz.com](http://maskworkaz.com)

## Video



"Bartender" - Social Media Video - ENGLISH :15

WE SEE A BARTENDER, STANDING BEHIND HER BAR.

BARTENDER: I can't pour you another cold, refreshing beer until this virus is under control. So, please wear a mask.

SUPER/ANNCR: Masks work. Wear one, so we can all get back to work. Learn why masks, social distancing and washing hands work at [maskworkaz.com](http://maskworkaz.com).



"MAESTRA" - Social Media Video - SPANISH :15

WE SEE A SCHOOL TEACHER, STANDING IN FRONT OF HIS CLASSROOM.

MAESTRA: No puedo enseñar a mis alumnos así. Ellos necesitan estar en el salón. Yo necesito estar con ellos. Las clases en línea no son justas para ellos o para mí. Por favor, usa mascarilla.

SUPER: Las mascarillas son efectivas. Úsalas para poder regresar a nuestras labores. Infórmate por qué las mascarillas son efectivas. [MasksWorkAZ.com](http://MasksWorkAZ.com)

# Social Ads

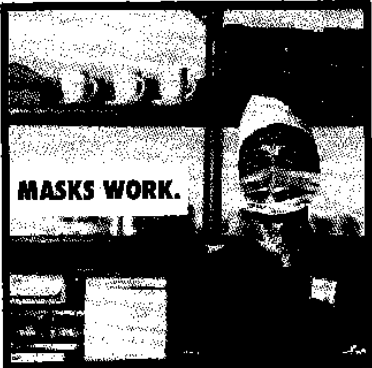
RIESTER

VIEW 100% 3:27 PM 100%

facebook.com

**Governor Doug Ducey**  
Sponsored


Masks work. They work to prevent the spread of Covid 19. And they work to keep Arizona working. Wear one – so we can all get back to work.



Masks work to keep restaurants open.

[LEARN MORE](#)

Like Comment Share



Masks work to reopen schools.

[LEARN MORE](#)



Masks work for Arizona. Wear one.

Masks Work [LEARN MORE](#)

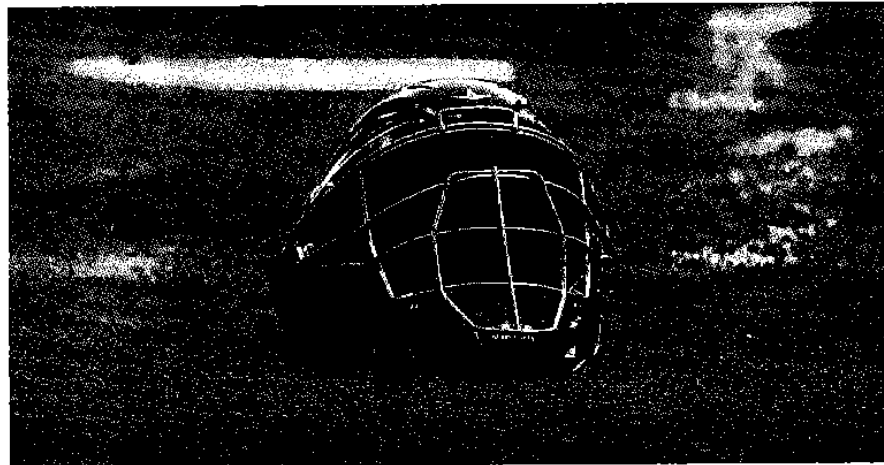
**RIESTER**

Campaign #2:  
**Protect Your Game.**



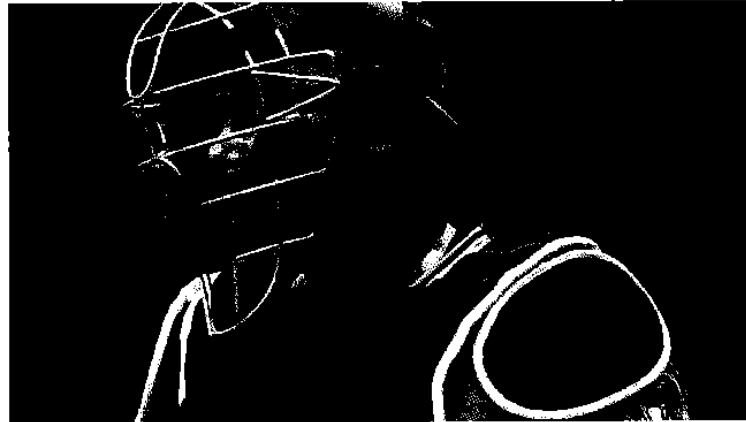
**Campaign #2:**

Arizona Coyotes' goalie Darcy Keumper doesn't step onto the ice without his mask. Carson Kelley doesn't crouch behind a hitter without one either. And Kyler Murray won't take a snap without his. It's all part of the game. This campaign will inspire our audience to gear up, too. Through the words and voices of our local sports icons, they will get the message that masks are for people who want to keep playing. So, everyone needs to get theirs on. Or spend the rest of the year on the sideline.



## Video

In short videos for social media, we'll talk with Arizona athletes who wear masks. Each will speak in his/her own words, and we'll partner with each athlete and their team's management to get the word out.



"Carson Kelley, Arizona Diamondbacks"

CARSON: I live, breathe and work with a mask on. It's how I stay safe. These days, you need to do the same. Not just to keep yourself safe, but to protect everyone around you. Now...lucky for you, you won't have a 95-mile per hour fastball comin' at your face. So, what do ya' say? Mask up... Keep social distance... and wash your hands. That's what it's going to take to beat this virus – and make it possible for everyone to come back to the ballpark.

CUT TO LOGO.

SUPER: Protect your Game. Wear a mask.

**RIESTER**

Video



"Darcy Keumper, Arizona Coyotes"

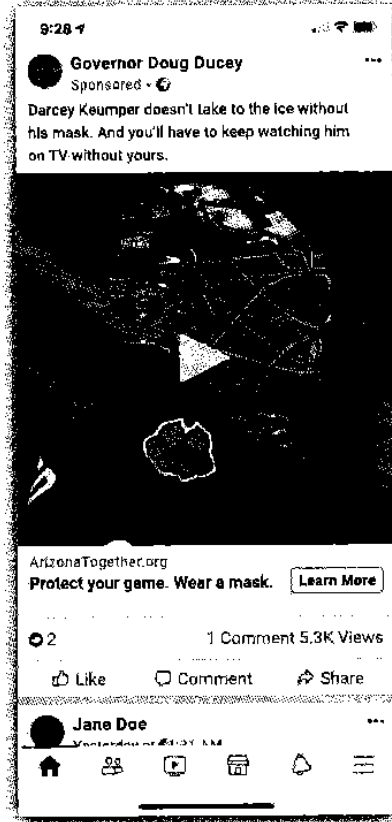
DARCY: The way I see it, my life depends on a mask. Yours, too. Nowadays, with the coronavirus still out there, you just have to wear one. It's for you and it's for everyone you come in contact with. Of course, it's up to you if you want to wear all these pads....probably just a mask will do. And doin' the other stuff...washing your hands and keeping your distance. Hey, and you know what? The sooner we whip this virus, the sooner you can see us play in person. I'm ready for that if you are.

CUT TO LOGO.

SUPER: Protect your Game. Wear a mask.

# Social Posts

RIESTER



## #ScoreMyMask Contest

We'll encourage Arizonans to show off their masks with a contest in partnership with the state's professional sports teams.

Simply post a photo of yourself in a mask with the hashtag #ScoreMyMask and you could win an autographed mask (with helmet) from Darcey Keumper, Carson Kelly, or Kyler Murray.

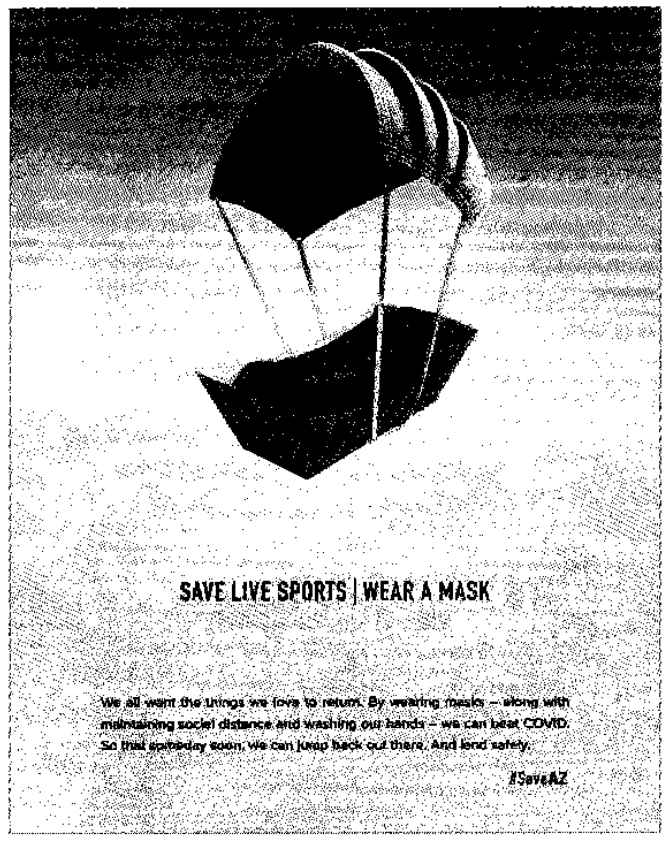


**RIESTER**

Campaign #3:  
Let's Land Safely.

**Campaign #3:**

We miss our sports. Our favorite bars. Our live bands. We miss everything we once went out and enjoyed without giving it a second thought. And none of it's coming back until we whip this pandemic for good. So, let's do it. Let's get our masks on. Let's stand our distance. Let's wash our hands. This campaign will show that the sooner we do, the sooner our lives can land safely back in place.



Print and  
Poster



**SALVA LA MÚSICA EN VIVO | USA MASCARILLA**

Todos deseamos que regrese lo que más amamos. Al usar mascarilla, junto con practicar distanciamiento social y lavarnos las manos, podemos ganarle al COVID. Para que un día no así lejano, podamos lanzarnos afuera de nuevo y avivar el peligro.

#SaveAZ



**SAVE LIVE MUSIC | WEAR A MASK**

We all want the things we love to return. By wearing masks - along with maintaining social distance and washing our hands - we can beat COVID. So that someday soon, we can jump back out there. And land safely.

#SaveAZ



Print and  
Poster

RIESTER



**SAVE YOUR FAVORITE BAR |**

We all want the things we love to return. By wearing masks – along with maintaining social distance and washing our hands – we can beat COVID. So that someday soon, we can jump back out there. And land safely.

#SaveAZ

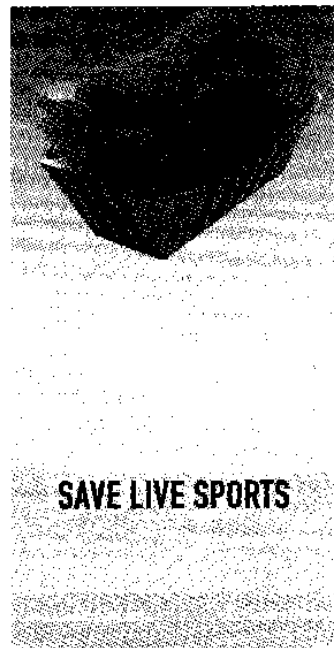


**SAVE YOUR LOCAL GYM | WEAR A MASK**

We all want the things we love to return. By wearing masks – along with maintaining social distance and washing our hands – we can beat COVID. So that someday soon, we can jump back out there. And land safely.

#SaveAZ

Animated Digital  
Banner



Frame #1



Frame #2



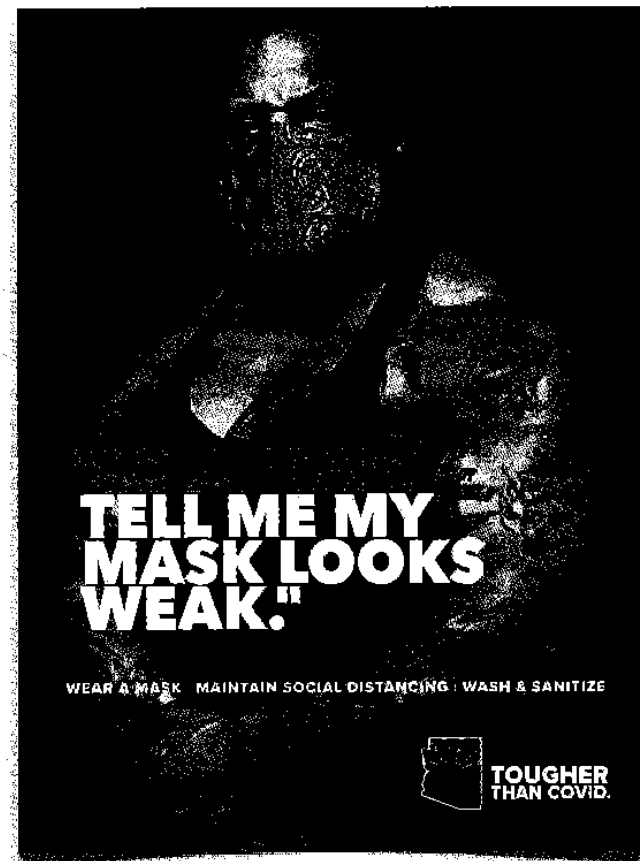
Frame #3

**RIESTER**

Campaign #4:  
"Arizona. Tougher than COVID."

Campaign #4:

Several recently published studies - and a quick scroll of any social media site - show that many men are hesitant to wear masks or take other measures to slow the spread of COVID-19 because they feel these activities make them look weak. This campaign quickly and directly proves the opposite.

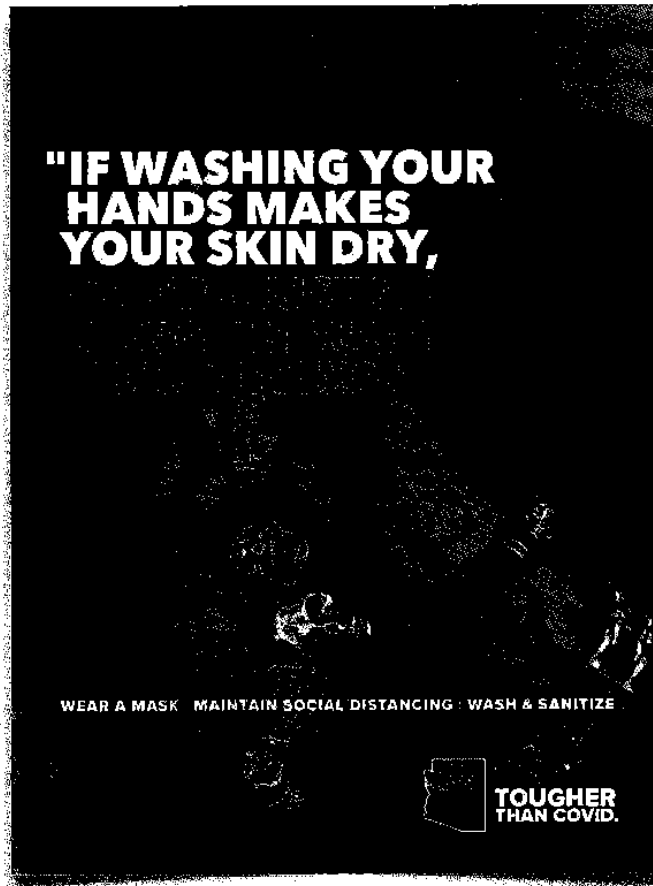


Print and Poster



**RIESTER**

Print, Poster,  
and Social Post



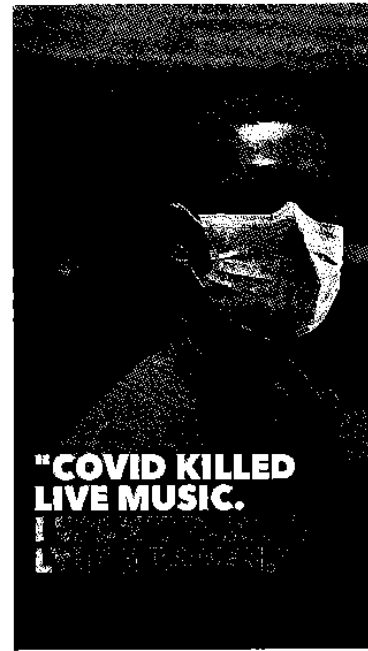
Digital Ad



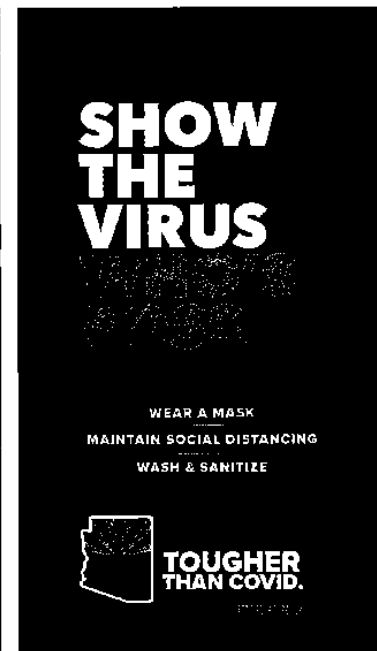
Frame #1



Frame #2



Frame #3



Frame #4

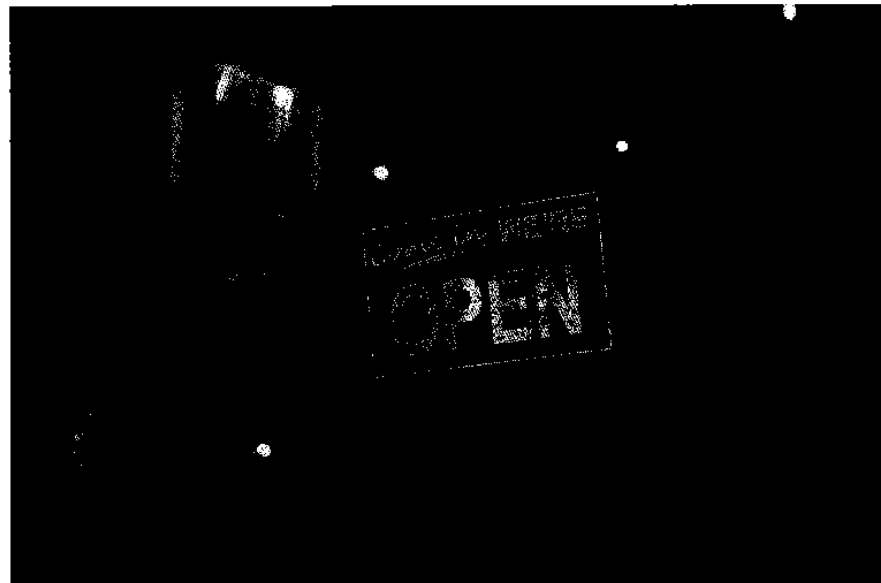
**RIESTER**

Campaign #5:  
It's Good Business.



Campaign #5:

This campaign recognizes that while masks are “one-size-fits-all,” the messages that will persuade Arizonans to wear them – and take other actions to fight COVID – definitely aren't. Right now, appeals to emotion and one's role in the health of the community are everywhere. But for many, an economic message with empathy toward job creators could be much more convincing.



**RIESTER**

## **Local Business Robbed by Unmasked Man.**

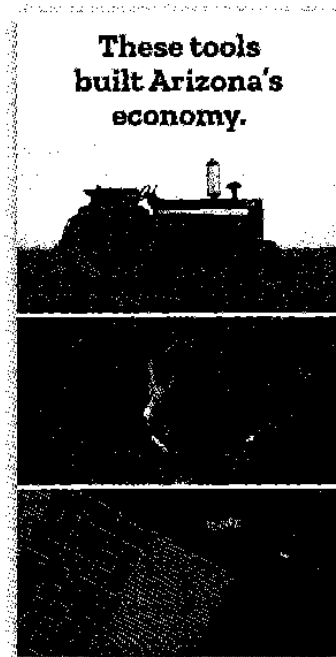
Your mask does more than stop the virus. It keeps businesses open, keeps Arizonans employed, and keeps our lives heading back to normal.

WEAR A MASK | MAINTAIN SOCIAL DISTANCE | WASH AND SANITIZE

**It's Good  
Business.**

Print and  
Poster

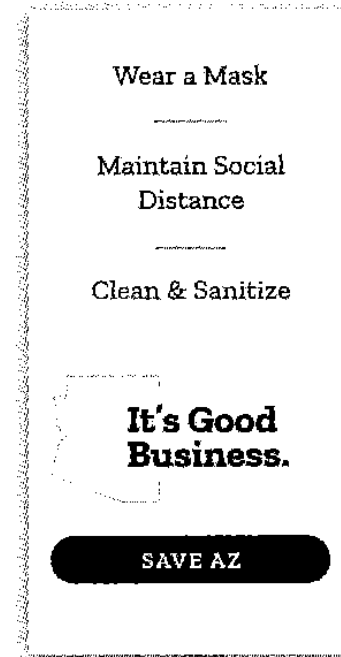
# Animated Digital Banner



Frame #1



Frame #2



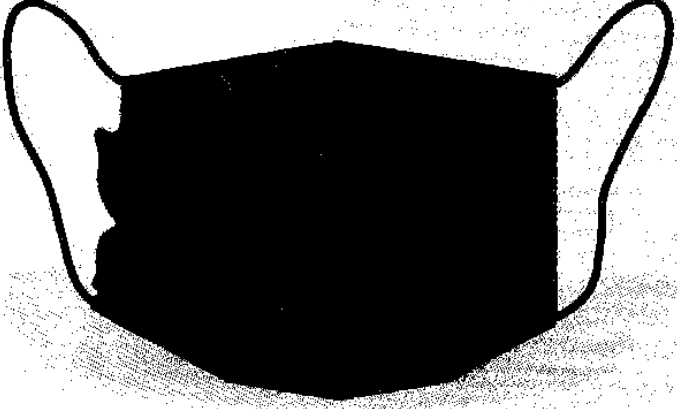
Frame #3

**RIESTER**

Campaign #6:

**#MAZK**

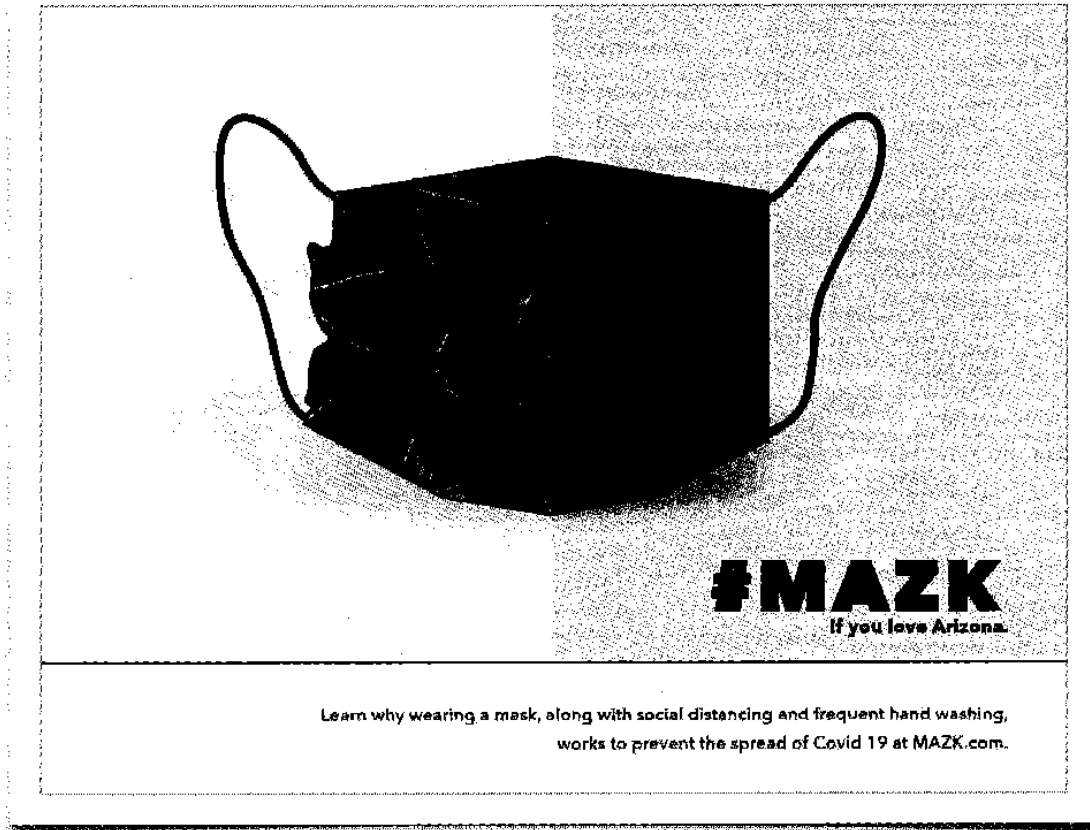
Campaign #6:  
Arizonans love their state.  
They particularly love  
Arizona's natural beauty. For  
this campaign, we leverage  
this love to convince more  
Arizonans to wear masks.



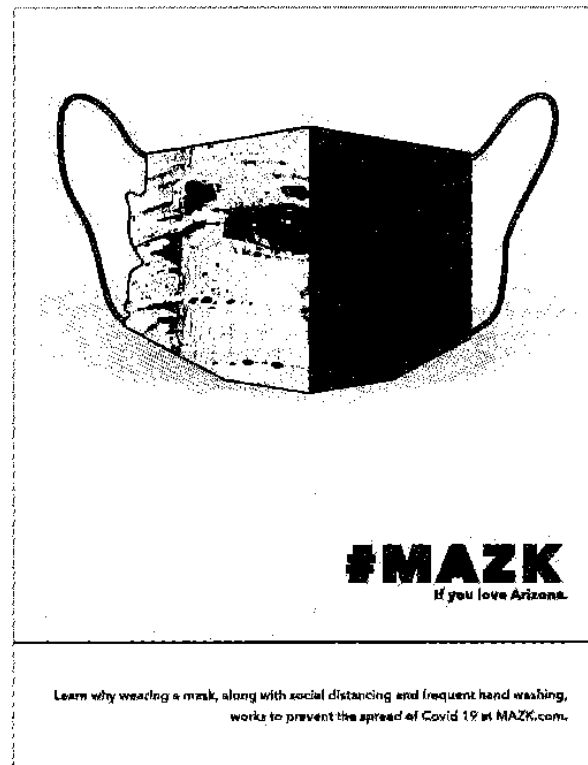
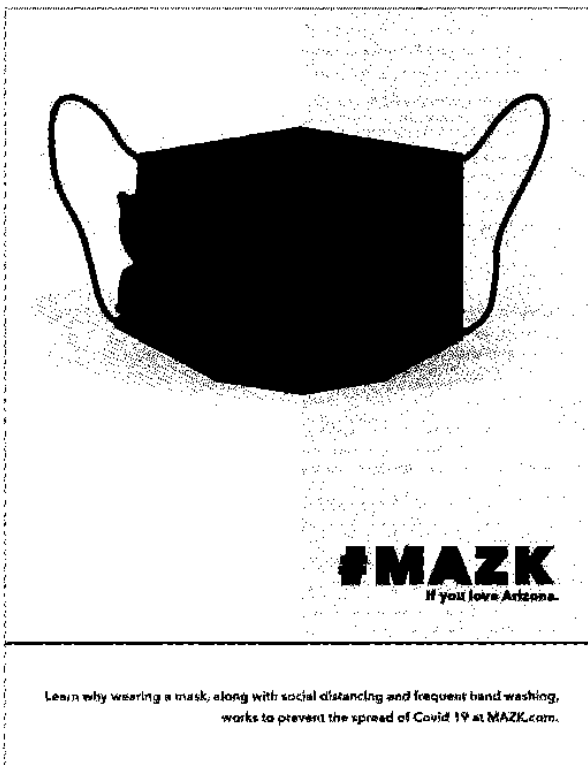
**#MAZK**  
If you love Arizona.

Learn why wearing a mask, along with social distancing and frequent hand washing,  
works to prevent the spread of Covid 19 at MAZK.com.

Print and Poster



Print and  
Poster



Out-Of-Home





RIESTER

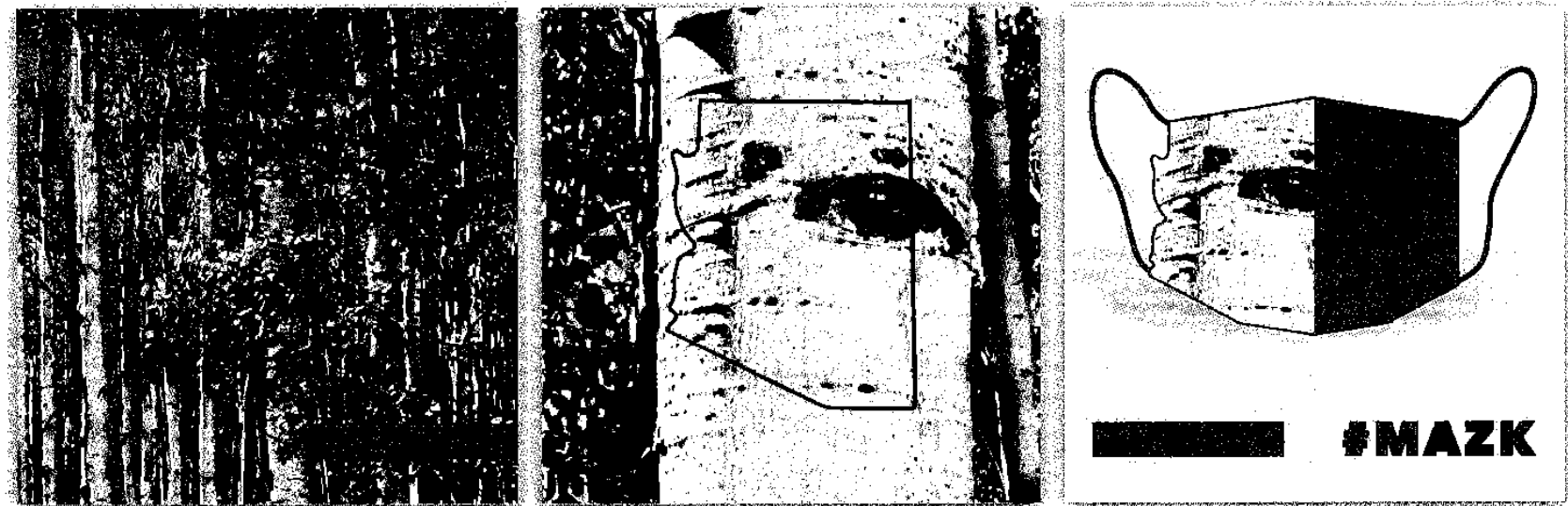
## Digital Ad

This digital ad is designed as a "homepage takeover" of azcentral.com.

The image shows a digital ad takeover of the azcentral.com homepage. The ad is designed to look like the news site's layout, featuring the azcentral logo at the top, a navigation bar, and a main content area. The primary visual is a large black and white image of a surgical mask with the text "#MAZK If you love Arizona." overlaid. Below the mask, a text box reads: "Learn why wearing a mask, along with social distancing & frequent hand washing, works to prevent the spread of Covid 19 at MAZK.com." A button labeled "WEAR A MASK" is positioned to the right. The left sidebar contains a "Top Headlines" section with titles such as "Five COVID-19 experts...", "Masking: Can it help?", "Trump would...", "Judge: Mount...", and "Phoenix: Live...". The main content area features a headline "Will the saguaros bounce back after the Bush Fire?" with sub-headlines: "A fire in the Tonto National Forest", "Time-lapse video of the Bush Fire", and "VIRUS". Below this are three small article teasers: "All COVID-19 hospitalizations, ER visits hit new highs", "Schools chief says not so fast as Trump calls to reopen schools", and "Arizona's percent of positive tests is highest in US". A "More Stories" section is visible at the bottom left. The right sidebar shows a "Today's Top" section with a price of 2.5 and a "How much" section with a price of \$1000.

**RIESTER**

Social Media Video



## Public Relations/Community Outreach

### #MAZK Limited Edition Influencer Program

RIESTER will produce limited edition "#MAZK" branded masks/travel kits and send them to AZ-based travel and tourism social media influencers. These influencers will promote the passport program and will be able to gift a few masks to their followers. We will also launch a Public Relations effort by providing MAZK masks and kits to TV anchors in Tucson, Phoenix and Yuma.

### #MAZK "Merch"

RIESTER will produce "#MAZK" branded masks and other merchandise and create an online store to distribute them. Additionally, RIESTER will license the #MAZK brand identity to local mask makers and artists in order to broaden the reach of the campaign.

### #MAZK Passport

Arizona Department of Tourism can create a co-branded program which will provide discounts and special offers for Arizonans who post a photo of themselves wearing a mask at AZ travel destinations and use the #MAZK hashtag.





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## **CAMPAIGN PROPOSAL**

Client: Governor's Office Public Health Campaign  
Project Title: Public Health COVID-19 Prevention Public Health Campaign  
Time Period: July - October 2020 (8-10 weeks)  
Date: July 17, 2020

### **RIESTER Contacts:**

Tim Riestter, [triestter@riester.com](mailto:triestter@riester.com)

René Hinz, [rhinz@riester.com](mailto:rhinz@riester.com)

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## **PROJECT OBJECTIVES**

Develop a statewide campaign to motivate Arizonans to practice smart and healthy habits to prevent and slow the spread of COVID-19, including wearing masks, practicing physical and social distancing, handwashing and hygiene habits.

## **CAMPAIGN TARGET AUDIENCE**

The campaign will target key demographics experiencing the largest number of cases:

- Men
- Ages 20-30 and 40-45
- Hispanic/Spanish Speaking Community

## **CAMPAIGN TIMING**

The statewide campaign is scheduled to run for 8-10 weeks from July through October with a rolling launch to begin Thursday 7/23/20.

## **RIESTER MEDIA SERVICES**

Per the meeting on Thursday, July 16th, RIESTER has committed to donate the following services for media placements to reach the Hispanic community as follows:

### **Media Research/Planning**

RIESTER will continue to research the target audiences to provide a recommended media investment allocation by media channel.

### **Comprehensive Media Plan & Execution of Buy**

RIESTER will develop a comprehensive Hispanic digital media plan to support and advertise the Governor's Office public health programs. RIESTER will ensure that media targeting aligns with the campaign objectives and key performance indicators (KPIs). Once the media strategy and plan are approved, RIESTER will execute placement of the Hispanic media plan with its expert staff of media specialists, including all negotiations, execution, buy monitoring, reporting, optimizations, media vendor invoice auditing and processing.

### **Media Buying**

RIESTER will create a media flowchart that details all placements throughout the course of the campaign. The campaign media flowchart and accompanying Media Authorization (MA) will be provided to the Client for approval prior to the campaign launch. Upon Client approval of the media flowchart and MA, RIESTER will execute and traffic all media placements to selected media partners.

### **Media Performance Analysis**

RIESTER will monitor media schedules within campaign flights to ensure media that was purchased runs according to plan. "Make Goods" and "Added Value" will be negotiated by RIESTER and aired within campaign flights to ensure the amount of media weight planned actually airs within each media schedule. RIESTER will also audit all media vendor invoices prior to payment. RIESTER will provide media invoices summarizing all media placed upon the completion of every month. A post-buy analysis will be conducted monthly and will outline the performance of all mediums.

### **Campaign Measurement - Google Data Studio Dashboard**

Per the integrated "All Ad Agencies" meeting on Thursday, July 16th, RIESTER will create the Google Data Studio dashboard for the entire Governor's Office public health program effort. This dashboard will aggregate data from ArizonaTogether.org Google Analytics and the paid media campaigns to serve as the main hub for "All Ad Agencies" campaign reporting.

## **RIESTER CREATIVE, ACCOUNT AND PROJECT MANAGEMENT SERVICES**

RIESTER will also donate the following services for this campaign:

### **Creative Services**

RIESTER will provide creative and production services to create and produce the two (2) approved campaigns, "Arizona. Tougher than COVID" and "Let's Land Safely" and the creative elements for digital media, Out of Home, and TV/cable (TBD). Creative services include:

- Creative Direction
- Art Direction

- Copywriting
- Production

#### **Account and Project Management Services**

RIESTER will provide account and project management services to ensure the campaign success. RIESTER's project managers and integration team are responsible for managing scope, timelines, deliverables, budgets. The account/integration service team will facilitate status calls and provide updated status reports for client review. The integration/account service team will also work closely with RIESTER's accounting teams to provide monthly invoices that match and reconcile estimated versus actual costs.

#### **Cultural and Multilingual Campaign Management Services**

RIESTER's internal multicultural department will ensure all campaign creative elements are on target to reach the Hispanic communities within Arizona and are representative of the culture.

#### **CAMPAIGN DELIVERABLES**

RIESTER's campaign portion of the integrated statewide program will include the following:

##### **"Let's Land Safely" Campaign Production**

RIESTER will create and produce the following campaign assets in both English and Spanish:

- :15 video production
- Digital banner ad production
- Paid social media assets
- Out-of-Home: digital billboards
- Posters
- Any additional campaign assets as requested

##### **"Arizona. Tougher than Covid" Campaign**

RIESTER will create and produce the following campaign assets in both English and Spanish:

- :30 and :15 video production
- Digital banner ad production
- Paid social media assets
- Out-of-Home: digital billboards
- Posters
- Any additional campaign assets as requested

##### **Hispanic Media Buy Planning and Execution**

RIESTER will provide the following for the statewide media buy for the Hispanic market

- Media research and planning
- Media buying
- Media reporting and analytics

**Statewide Campaign Measurement - Google Dashboard Studio**

- Creation and management of the program's Google Data Studio dashboard to measure the integrated program's media performance.

**CAMPAIGN COST ESTIMATE**

**Media Placements**

Following are three options for your considerations for the Spanish language media buy. This cost estimate is also reflected in the AZ Public Health Campaign Tracker Google document

[https://docs.google.com/spreadsheets/d/1Y0Qq1fBe6JDM9ungTEuz6M1loPOKjzvspjKwM\\_uNcfw/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1Y0Qq1fBe6JDM9ungTEuz6M1loPOKjzvspjKwM_uNcfw/edit?usp=sharing)

Budget Option A:

Target: Spanish language/Hispanic  
Budget: \$100,000  
Estimated Reach: 50%

Budget Option B:

Target: Spanish language/Hispanic  
Budget: \$200,000  
Estimated Reach: 75%

Budget Option C:

Target: Spanish language/Hispanic  
Budget: \$300,000  
Estimated Reach: 90%

Platform	Max reach (90-100%)	75% reach	50% reach
Programmatic	\$51,000	\$38,000	\$20,000
Programmatic	\$45,000	\$25,000	\$10,000
Facebook/Instagram	\$52,500	\$35,000	\$17,500
Snapchat	\$3,750	\$2,500	\$1,250
Twitter	\$7,500	\$5,000	\$2,500
TikTok	\$11,250	\$7,500	\$3,750
YouTube	\$45,000	\$32,000	\$20,000
Digital Audio	\$60,000	\$40,000	\$15,000
Google Search	\$24,000	\$15,000	\$10,000



<b>Total</b>	<b>\$300,000</b>	<b>\$200,000</b>	<b>\$100,000</b>
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**Agency Labor and Services**

As part of the effort for this public health outreach campaign to reduce the spread of COVID, RIESTER will donate all of it's labor services for a total of \$63,000.

**Campaign Production**

In addition to donating all RIESTER staff labor, RIESTER is asking all of our vendors to provide donated and/or discounted fees for the production of RIESTER's campaigns. Although the majority of labor and hard costs will be donated for an estimated \$9,250, there are still some hard costs required for the production of RIESTER's campaigns as estimated below:

<b>RIESTER Labor - Donated</b>	<b>Labor Hours</b>	<b>Donated Labor Cost</b>	<b>Estimated Total</b>
Creative and Production Services Labor: Creative direction, art direction, copywriting, digital production	250	\$30,000.00	\$0.00
Cultural and Multilingual Management	75	\$9,000.00	\$0.00
Account and Project Management Labor	150	\$18,000.00	\$0.00
Media Research, Planning, Reporting and Analysis Services	50	\$6,000.00	\$0.00
<b>Total Labor</b>	<b>525</b>	<b>(\$63,000.00) Donated</b>	<b>\$0.00</b>
<b>"Land Safely" Campaign Production Costs (net)</b>	<b>Hard Cost</b>	<b>Donated Hard Costs</b>	<b>Estimated Total (net)</b>
Production Hard Costs: Stock Music and SFX, 3D model creation and production	\$450 - \$800		\$450 - \$1,250
3D Animation Services and Rendering	\$11,450 - \$11,950	(\$8,950)	\$2,500 - \$3,000
Mix/Studio Fees	\$800 - \$1,200		\$800 - \$1,200

<b>Subtotal Hard Costs</b>	<b>\$12,700.00 - \$13,950.00</b>	<b>(\$8,950.00) Donated</b>	<b>\$3,750.00 - \$5,400.00</b>
<b>"Tougher than COVID" Campaign Production Costs (net)</b>	<b>Hard Cost</b>	<b>Donated Hard Costs</b>	<b>Estimated Total With Donation (net)</b>
Production Hard Costs: Stock Photos, Photo Retouching	\$1,500 - 3,500		\$1,500 - 3,500
V/O Recording/Mix/Studio Fees/Talent Fees/Music	\$2,700		\$2,700
CC if needed for TV	\$300	(\$300)	\$0.00
<b>Subtotal Hard Costs</b>	<b>\$4,500 - \$6,500</b>	<b>(\$300.00) Donated</b>	<b>\$4,200 - \$6,200</b>
<b>TOTAL</b>	<b>\$17,200 - \$20,450 Before Donations</b>	<b>(\$9,250)</b>	<b>\$7,950 - \$11,600 Estimated Total</b>

**CAMPAIGN ASSET PRODUCTION TIMELINE**

RIESTER recommends launching the statewide campaign with stronger and hard-hitting messages that include the "Arizona. Tougher than Covid" campaign. RIESTER will be able to provide static artwork for the static banners, social media and OOH billboards to start running on Thursday 7/23/20.

Once we have the approved media plan and know all of the assets we need to produce, we will continue with production for all media assets for both campaigns.

JULY 17, 2020

# Mask Up AZ Campaign Paid Social & Search Strategy

## **Overview**

The Governor's office is looking to support and promote wearing masks as a way to protect Arizona citizens from contracting or spreading Covid-19 and has engaged local agencies to collaborate on a statewide campaign.

Based on this week's call, Off Madison Ave is providing recommendations for Facebook/Instagram advertising as well as paid search marketing.

## **Budget**

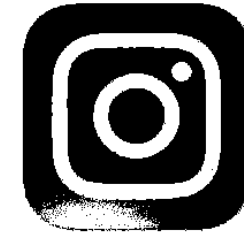
Off Madison Ave has updated the shared Google doc with recommended media hard costs and estimated reach for Facebook, Instagram and paid search on Google.

**The agency will provide all agency time at no cost to the Governor's Office.**

We do request a small allowance of \$2,000 to cover photography and/or music hard costs needed for development of the digital assets. However, we will use only what's necessary and will roll any additional monies back into the media buys.

## Online Tactics - Paid Social

- Run static, carousel and video ads on both Facebook and Instagram
- Use targeting options to hone in on residents in Arizona across all relevant age demos
- This will run statewide
- Frequency cap of 7 (1x per day)



## Online Tactics - Paid Social

The audience reach available in Facebook/Instagram for the four audience groups is massive. We recognize advertising to the full universe available on these channels is cost prohibitive, we recommend adding interest targeting, a 1x per day frequency cap and budget restrictions. For reference, the full universe and recommended budgets are outlined below.

### Universe Reach

Target audience	100% avail	75% reach	50% reach	Min (30% reach)
Men 18+	2,200,000	1,650,000	1,100,000	860,000
Adults 20-30	1,500,000	1,125,000	750,000	450,000
Adults 40-45	470,000	352,500	235,000	141,000
Hispanic/Spanish	990,000	742,500	495,000	297,000

### Universe Cost

Target audience	Max reach (90-100%)	75% reach	50% reach	Min (30% reach)
Men 18+	\$68,500	\$51,375	\$34,250	\$20,550
Adults 20-30	\$34,950	\$26,213	\$17,475	\$10,485
Adults 40-45	\$16,450	\$12,338	\$8,225	\$4,935
Hispanic/Spanish Speaker 18-65	\$23,800	\$17,850	\$11,900	\$7,140

### Recommended Cost

Target audience	Max reach (90-100%)	75% reach	50% reach	Min (30% reach)
Men 18+	\$8,974	\$7,809	\$5,412	\$3,083
Adults 20-30	\$4,578	\$3,984	\$2,761	\$1,573
Adults 40-45	\$2,155	\$1,875	\$1,300	\$740
Hispanic/Spanish Speaker 18-65	\$3,118	\$2,713	\$1,880	\$1,071

## Online Tactics - Paid Search and Retargeting

- Target residents when they are searching for relevant information
- These ads are text ads displayed when someone is searching on Google
- This will run statewide
- Currently, Google does not allow advertisers to bid on Coronavirus keywords or mask/PPE keywords
- Our strategy is to appear when an Arizonan in our target audience searches for an activity or keyword where we would want to remind them to wear a mask or related topics
- Ad Groups include: Things to do/activities/events in AZ, Travel in AZ, CDC, Hotels & Resorts/Staycations, National Parks and Monuments, State Parks, Restaurants and Bars, Nightlife, School openings, Stay at home, Outdoor adventure, etc.

Google

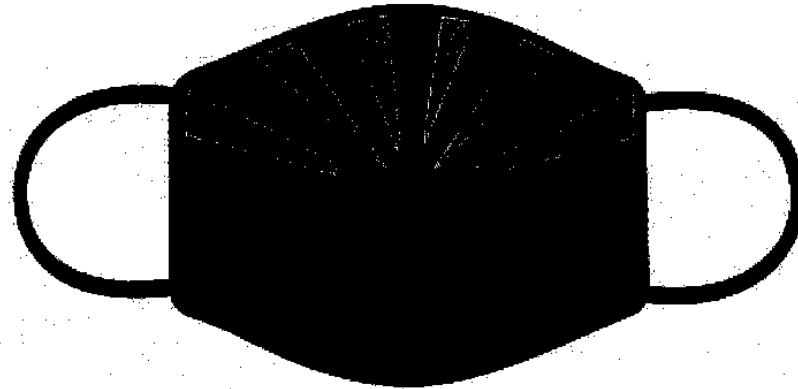


## Online Tactics - Paid Search and Retargeting

- Estimated avg CTR: 7.2%
  - Since we are bidding on terms that are not directly related to our ad message, we could see a bit of a lower CTR but we will still be driving awareness while residents are planning to be outside their homes and around the public
- Estimated CPC < \$1.00
- Estimated weekly clicks between 7,500 - 9,620 based on investment level
- Estimated weekly impressions between 100,000 - 200,000 based on investment level

Platform	Target audience	Max reach (90-100%)	75% reach	50% reach	Min (30% reach)
Google Search	Men 18+	\$8,400	\$6,400	\$3,000	\$2,000
Google Search	Adults 20-30	\$3,500	\$2,625	\$1,750	\$1,050
Google Search	Adults 40-45	\$2,000	\$1,500	\$1,000	\$600
Google Search	Hispanic/Spanish Speaker 18-65	\$500	\$450	\$350	\$200

**#MaskUpAZ**



**STAY HEALTHY. | RETURN SMARTER. | RETURN STRONGER.**

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# Highnoon

In support of the agency collaboration for the State of Arizona Public Health campaign to promote mask wearing in an effort to slow and stop the spread of COVID-19 across our state, Highnoon will be providing the below services during the 8-10 week campaign:

- Highnoon will coordinate and run all digital audio campaigns (Pandora & Spotify) with creative provided by each agency;
  - The cost estimate provided in the tracking sheet for a 50% reach to all identified demographics including Spanish would be **\$13,282**
  - The proposed cost includes both :30 audio (**\$8,125**) and display ads for mobile and desktop (**\$5,157**)
- Highnoon will adapt all creative to the specs provided by each agency for each channel and provide to the lead agency on deadline;
- Highnoon will also utilize our client relationships to provide support in promotion of the our "It's What We're Faced With' Campaign.
  - Valleywise Health will participate in sharing our campaign assets through social channels, targeting the hispanic population that they serve;
  - An ask has been extended to Arizona Federal Credit Union who currently has naming rights for Arizona Federal Theater in Downtown Phoenix to place an ad on their digital board on Washington and 3<sup>rd</sup> Ave. Arizona Federal also has a partnership with Phoenix Rising who could share our sports themed message, but also other agency campaigns around sports;
  - An ask will be extended to Harkins Theatre's to utilize their digital assets to share our campaign specific to the 'don't let this be your 2021' imagery.
- Highnoon will support the Governor's office with amplification of the campaign within the earned media space;
- Highnoon can also work with other agency PR leads to work with our state media outlets to share relevant content and place stories in support of the overall campaign;
- As guided by the Governor's office, Highnoon can also apply for a Google Ad grant which would provide \$10,000 to spend on text only ads to support the campaign.

## **AZ Campaign Against COVID: A Collaboration Between Arizona's Leaders in Advertising and the State of Arizona**

The Governor's Office will work in coordination with advertising agencies throughout the state to develop a statewide campaign that motivates Arizonans to practice smart habits that will protect public health and slow the spread of COVID-19, including, but not limited to: wearing masks or cloth face coverings, practicing physical distancing and washing hands/thorough hygiene habits.

The campaign will focus on reaching key demographics experiencing the highest growth in number of cases, including:

- Men
- Age Group 20-30
- Age Group 40-45
- Hispanic/Spanish Speaking Community

The campaign will remain adaptable with the evolution of best practices and the current situation of the pandemic in the state. The initial campaign timeline will be July 2020-November 2020, with reevaluation of needs, messaging and investment as the situation evolves.

### **Deliverables/Needs**

1. Messaging and advertising strategies developed by Arizona advertising agencies and the Governor's Office that motivate the public to wear masks and practice physical distancing to slow the spread of COVID-19 in the six areas of focus listed below:
  - **Creative Development**
  - **Digital Advertising**
  - **Traditional Advertising**
  - **Social Media Campaign**
  - **Public Relations**
  - **Hispanic Messaging**
2. Coordinated statewide plan for implementation by advertising agencies and the Governor's Office with support from media partners/vendors and state agencies.
3. Ongoing communication between advertising agencies and the Governor's Office to reevaluate needs, messaging and timeline as needed.

### **Structure & Roles**

- A representative from each agency will serve as the lead to coordinate the group and identify areas of need, with support from the Governor's Office.
- Agencies will assign a point of contact from their staff to work with the Governor's Office on day-to-day needs and deliverables from the state.
- Governor's Office staff will manage day-to-day operations between advertising agencies, ensuring lines of communication remain strong, needed information or support from the state is delivered and coordinate approvals of content and implementation strategies. Governor's Office staff will also coordinate all meetings between advertising agencies (staff and/or leadership) and the Governor's Office, as needed.

# Arizona COVID-19 Campaign

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