



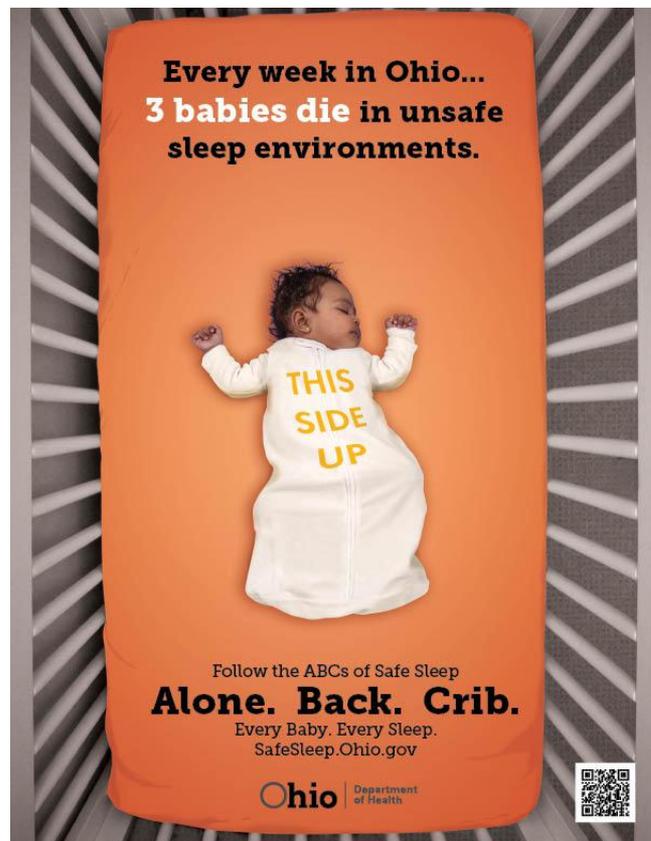
SAFE SLEEP CAMPAIGN



- “Every week in Ohio 3 babies die in unsafe sleep environments”
- Show me a safe sleep environment
- Loved the bright, eye-catching color in the orange ad
- Tell me why Alone, Back, Crib is safest
- We trust the government Web address

**FOCUS GROUP
LESSONS LEARNED**





Main Image

- Builds on onesie that started so many conversations
- Focus groups liked the simple message on onesie and interested them in the rest of the ad

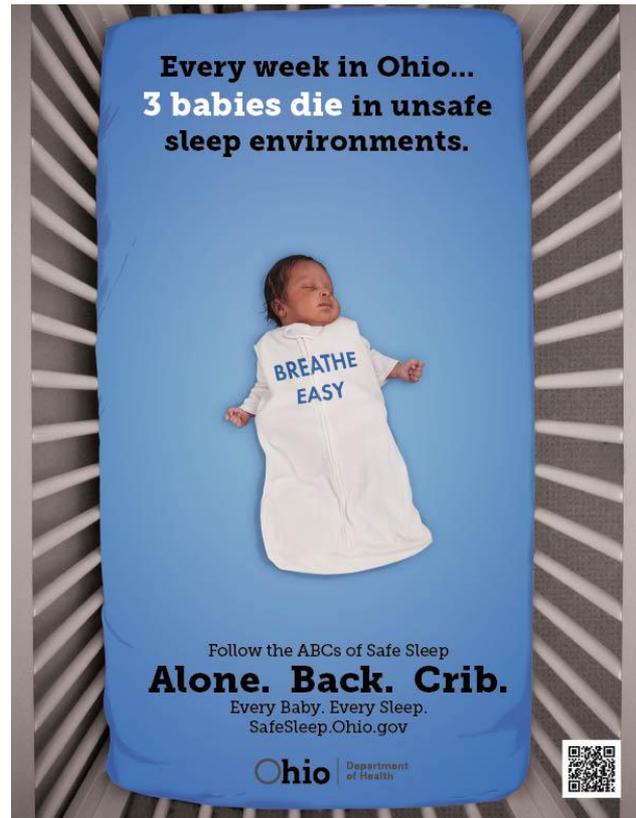




Barrier: Bed Sharing

- I ♥ My Crib
- 2 out of 3 babies who died while sleeping were sharing an adult bed, couch or chair – I have to sleep alone in my crib

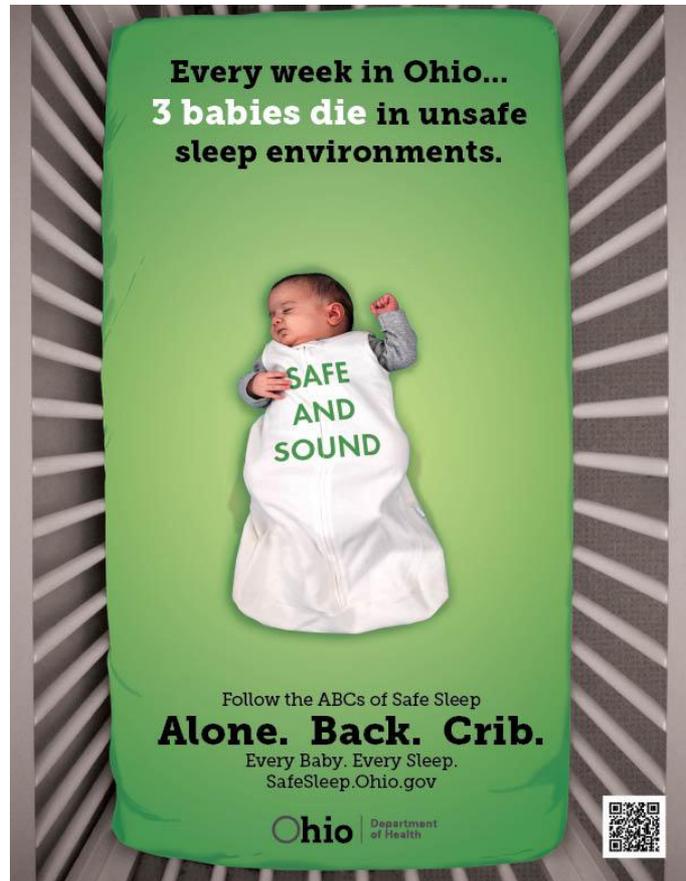




Barrier: Choking

- Breathe Easy
- Babies who sleep on their backs are less likely to choke than those who sleep on their stomachs – watch why!





Barrier: Warmth/Comfort/Bonding/Bumpers

- Safe and Sound
- This crib may look empty, but I'm warm and safe here. Learn why an empty crib is safest!

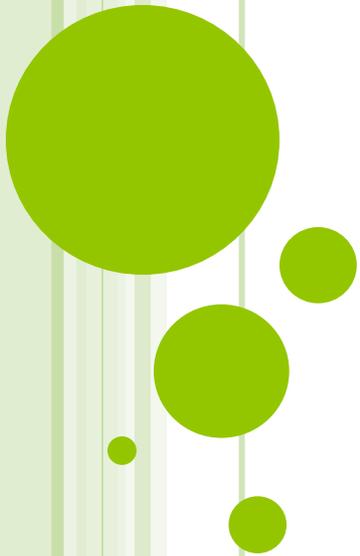




Every week in Ohio,
3 babies die in
unsafe sleep
environments.



WWW.SAFESLEEP.OHIO.GOV



Safe Sleep Campaign Media Recommendations

Joyce Brown, Vice President



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GOALS

- In Ohio, there were 819 infant sleep-related deaths in 2007-2011. This accounts for 15% of the 5,418 total reviews for infant deaths from 2007 to 2011, more than any single cause of death except prematurity. Parents and caregivers can reduce the risk of these sudden, unexpected deaths by following the ABCs of safe sleep:

A – Alone B – Back C- Crib

- The goal of the campaign is to education the target population (*mothers 16-45, fathers and grandparents in high-rate infant mortality areas of Ohio i.e. Cleveland, Columbus, Cincinnati, Dayton, Youngstown, Akron, Toledo and SE Ohio*) of the importance of following the correct way to put their infants to bed. Because of this strategic media campaign we hope to reduce the infant mortality rate in Ohio.





- Strategically invest in multiple layers of media in order to get the widest Reach of our target across the state
- Negotiate added value on each medium to increase campaign efficiency
- Include personal testimonials
- Saturate the markets at key timeframes in the campaign i.e. September “Infant Mortality Awareness Month”

STRATEGY





- Reach and Frequency are the KEY to a successful advertising campaign
 - Reach is the number of unique individuals that will see your message in a given time frame
 - Frequency is the average number of times each of those individuals see your ad.
- Frequency is the POWER of the campaign; the more times each individual is exposed to your ad the more likely they are to be able recall the Ohio Safe Sleep Campaign message!

STRATEGY





- Ages: 16 - 45
- Gender:
 - Female – young mothers
 - Male – young fathers
 - Grand parents (other caregivers)
- Geographic areas: Akron, Canton, Cleveland, Columbus, Cincinnati, Dayton, Toledo and Southeast region of Ohio

TARGET DEMOGRAPHICS



CABLE

Medium #1





- Lower-income African-American and Hispanic families
- Lower-income mothers and fathers of young children
- Grandmothers and grandfathers of young children.

CABLE





CABLE

- 67.1% of the target audience subscribes to cable TV, AT&T or satellite providers
- 76.9% of households with income under \$25,000 have cable. It's an affordable 24/7 means of family entertainment
- Video is engaging-teach the audience with a video demonstration any time of the day or night.
- The campaign will run on stations like:



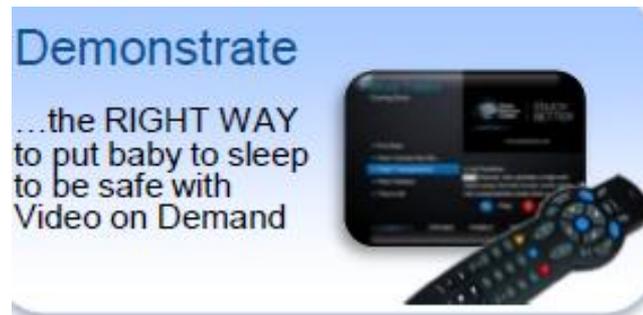
Not all networks available in all zones in all markets





Families with children under 2 or who are planning a new baby within the next year are:

- 34% more likely to select and watch a video on demand
- 75% more likely to choose to view video on demand for information



CABLE

Build awareness

across targeted Television networks with your VOD support schedule



Video on Demand:

- 3-minute commercial spot will run throughout the campaign
- Promo spots will direct viewers to channel 411
- Time Warner Cable will produce the commercials using raw footage from ODH commercial shoot



CABLE





- TV–Cable Spots will run for 15 months.
- Flight will begin 4/1/14
- Run through 6/14/15
- Total of 1,200 spots per month
- 1st week of each month

CABLE



TRANSIT

Medium #2





- Affordable enough to generate both REACH and FREQUENCY insuring this important Public Service Message is delivered State-wide
- Designed to reach low-income, transit-dependent people that rely on Public Transportation as their sole means of commuting to work, school, shopping, church, etc.

TRANSIT



- 9 major Ohio Metro Area buses and bus stops a minimum of 18 hours a day – seven days a week.
- Utilize a true Mass Reach and Frequency campaign that will generate a market wide reach of over 84% of the targeted area's 18+ population. This coupled with a high Frequency number will insure the message will be retained and recalled.
- By utilizing both Interior and Passenger Side Exterior Bus ads, we will be not only reaching large numbers of the targeted area's 18+ population, but you will also be Super Serving the Transit Dependent Populations in each market by advertising to those people that rely on public transportation as their sole means of transportation to work, school, shopping, etc.



TRANSIT



Exterior and Interior Ads



Ohio
Department of Health

TRANSIT





TRANSIT

Cleveland RTA (April 13th, 2014 – 3 months)

- Cuyahoga County
- 24 Queen Size Transit Billboard Ads per month
- 100 Interior Bus Ads per month
- 25 Interior Red/Blue Line Rail Ads per month

Cincinnati Metro/Metro Peterman (April 13th – 3 months)

- Hamilton/Butler/Warren/Clermont Counties
- 24 Queen Size Transit Billboard Ads per month
- 150 Interior Bus Ads per month

Akron Metro (April 13th – 3 months)

- Summit County
- 14 Queen Size Transit Billboard Ads per month
- 50 Interior Bus Ads per month



Youngstown WRTA (April 13th, 2014 – 3 months)

- Mahoning County
- 11 Queen Size Transit Billboard Ads per month
- 20 Interior Bus Ads per month

Dayton RTA (April 13th- 3 months)

- Montgomery County
- 6 Queen Size Billboard Ads per month
- 30 Interior Bus Ads per month

Toledo TARTA (April 13th - 3 months)

- Lucas County
- 6 Queen Size Billboard Ads per month
- 30 Interior Bus Ads per month



BILLBOARDS

Medium #3



Due to government regulations in Columbus we are not able to include that area in the transit marketing campaign. Singleton & Partners recommends that we buy billboards in central Ohio to include an out of home presents in the Columbus area.

Locations:

1. 3650 South High Street
2. 2777 Sullivant Ave
3. 931 Rome-Hillard Road
4. 2165 Courtright RD

Three month campaign, four billboards in the target market areas of traffic.

Total Impressions – 2,751,384



BILLBOARDS- COLUMBUS



RADIO

Medium #4





- Radio is a free platform to which many low-income households have access
- It is the best way to reach a large portion of the target in Ohio
- 15-month radio schedule.
- The flight will run the 3rd week of each month following the one week of cable schedule during the months campaign is running allowing for two weeks of advertising each month of the campaign.

RADIO





- Cities that we focused on are:
 - Cincinnati
 - Columbus
 - Cleveland
 - Akron
 - Dayton
 - Toledo
 - Youngstown
 - SE Ohio

- Types of stations:
 - Rhythmic
 - Country
 - Urban

RADIO





- The radio campaign will include a Web-based campaign. Listeners will be encouraged to visit the radio stations Web pages to view video with instructions and get education information on how to safely put a baby to sleep.
- During the 15-month campaign the urban radio stations will also pass out any collateral information pertaining to this campaign at events and festivals in Ohio.

RADIO





- **Akron**
WHLO-AM, WKDD-FM, WRQK-FM
- **Columbus**
WCKX-FM, WCOL-FM
- **Cleveland**
WZAK-FM, WENZ-FM
- **Cincinnati**
WUBE-FM, WIZF-FM
- **Dayton**
WCHD-FM, WDSJ-FM, WLQT-FM, WMMX-FM, WONE-AM,
WTUE-FM
WXEG-FM
- **Toledo**
WCKY-FM, WIOT-FM, WRVF-FM, WSPD-AM, WVKS-FM
- **Youngstown**
WAKZ-FM, WBBG-FM, WKBN-AM, WMXY-FM, WNCD-FM,
WNIO-AM
- **Southeast region radio stations**
 - WYVK-FM, WMPO-FM, WGGE-FM, WRZZ-FM, WXIZ-FM,
WHBR-FM,
WNXT-FM, WZZZ-FM, WBVB-FM, WKEE-FM, WXIC-AM,
WXIX-FM

RADIO



SOUTHEAST OHIO

A Hard-To-Reach Demographic



Southeast region has been a difficult region to reach in the past. The following portions of the medium budgets in this targeted area.

- Radio
- Internet Ads
- Movie Advertisement
- Out-Of Home
- Billboards

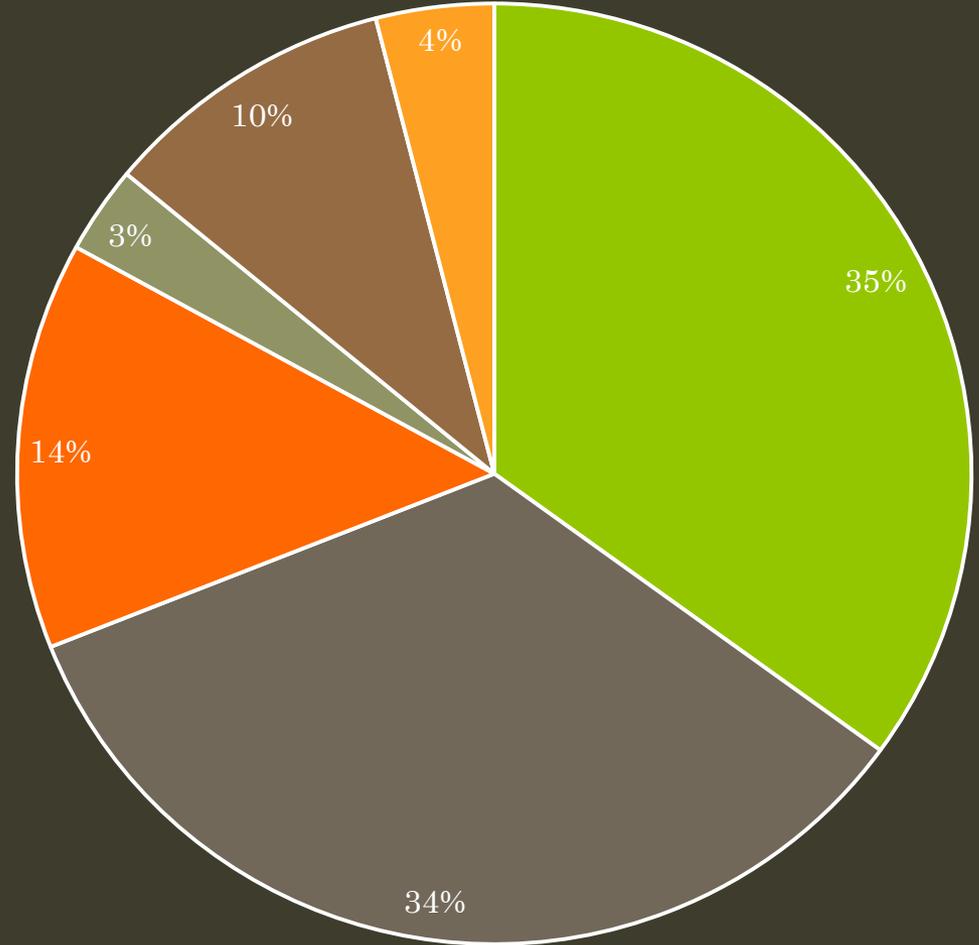


OHIO
SOUTHEAST



Media Mix

- Cable 35%
- Radio 34%
- Transit 14%
- Billboards 3%
- Internet 10%
- Movie Screen 4%



SAFE SLEEP CAMPAIGN

Budget Summary

April 1- June 30, 2014

| Media | Spend |
|-------------|-----------|
| Cable | \$24,000 |
| Transit | \$72,000 |
| Bill Boards | \$18,000 |
| Radio | \$36,000 |
| Internet | \$20,000 |
| Total | \$170,000 |

July 1 – June 30 2015

| Media | Spend |
|-----------|-----------|
| Cable | \$120,000 |
| Movie Ads | \$20,000 |
| Radio | \$132,000 |
| Internet | \$30,000 |
| Totals | \$328,000 |