

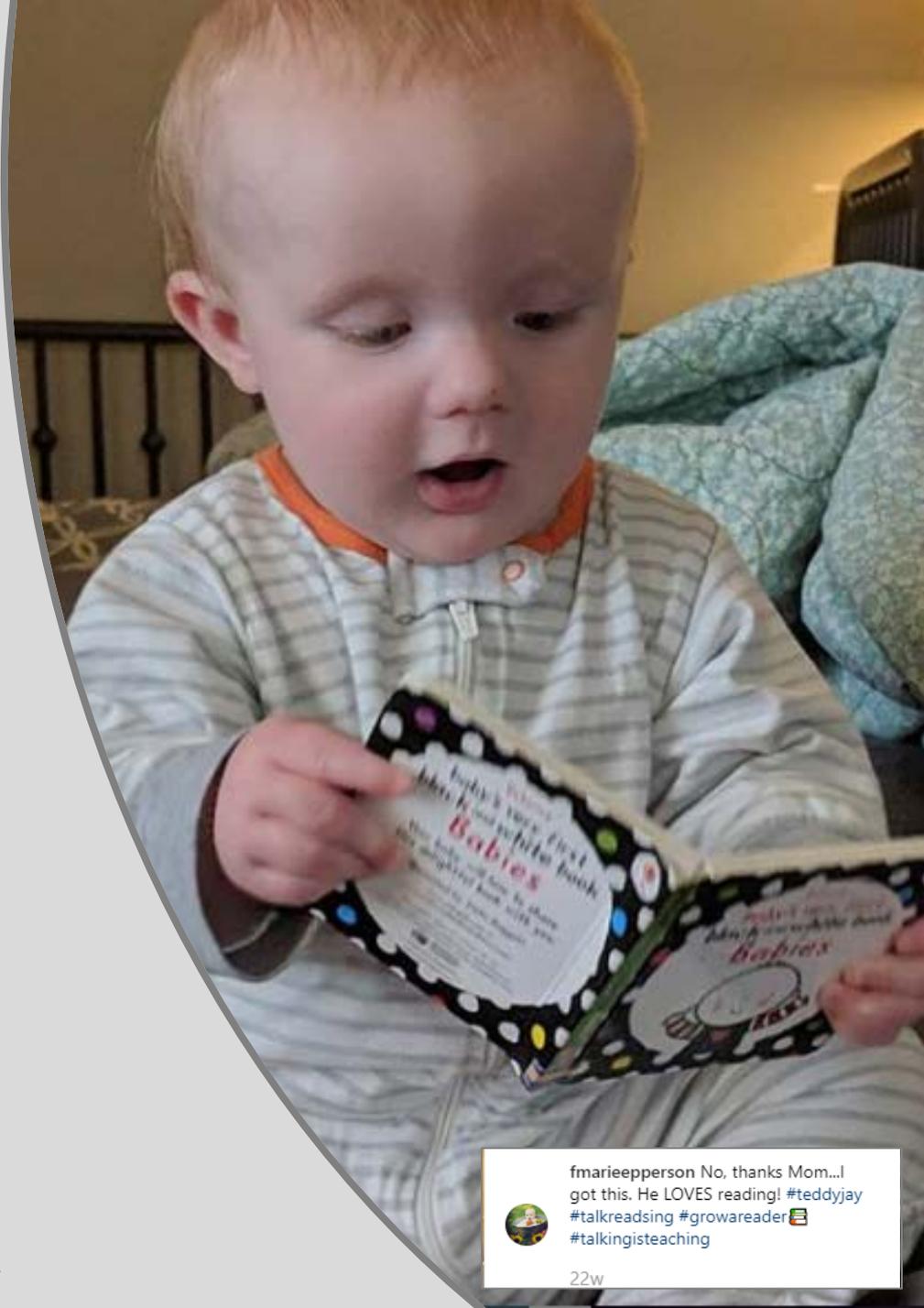


First 5 California  
State Commission Meeting  
April 25, 2019

# Agenda

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- Campaign Overview and Updates
  - First 5 California Messaging
  - Target Audiences
  - Campaign Goals
  - Campaign Highlights
    - Digital
    - Social Media
    - TV
    - Radio
    - Outdoor
    - Community Engagement
    - Events: First 5 Express
  - New Website in Development
- Impact and Campaign Results





 lisa\_n\_lennox The cow goes .....  
Mooooo. #storytime #babies  
#threemonthsold #talkreading  
21w

# First 5 California Messaging Points

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- We want California's parents and caregivers to better understand:
  - A baby's brain is **wired for learning at birth**.
  - The first three years – particularly the **first 100 days** – are the most critical period of brain development.
    - Billions of neurons connect in the first 100 days.
  - How a child learns to interact with the world depends heavily on **early interactions with parents and caregivers**.
  - Babies who have **positive, loving interactions** will start on a healthier path to future success in school and life.



mamma\_kas He really is the best daddy! #chickachickaboombloom #storytime #fatherhood #talkreading #awesomedad



Who We're Reaching With These Messages



# Wide-lens Look at Our Audience

thecaliforniananny Start em young   
#talkreading #bookworm  
 #auntiepost #californiananny #nanny  
#nannylife #reading

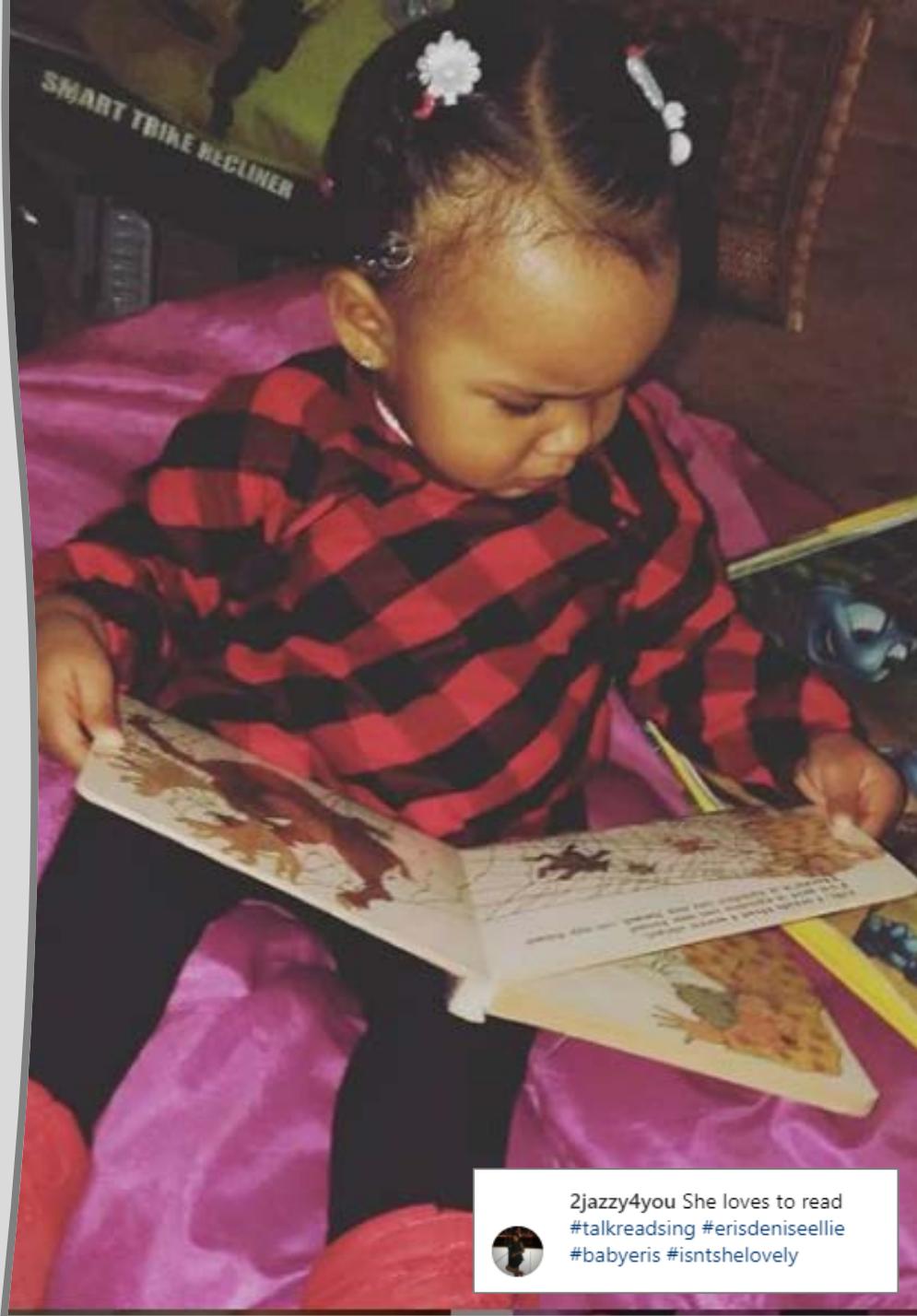


- There are 4.8 million parents of children 0-5 in California.
- Over 50% have a HHI under \$75K.
- Nearly half are Latinex; 27% are Spanish dominant.
- Nearly 11% are Asian American.
- A little less than 8% are African American.



# Staying Up to Date With Our Audience

- **Primary research through focus groups**
  - Motivations/Barriers
  - Core Targets
  - Messaging Approach
  - Creative Testing
- **Secondary research through third-party data**
  - Target Audience Insights
  - Media Habits and Consumption



2jazzy4you She loves to read  
#talkreading #erisdeniseellie  
#babyeris #isntshelovely





# Primary Research



beyondfitnessca • [Follow](#)  
Fresno, California





# Motivations and Barriers

- Care deeply about **confidence, self-esteem, imagination** of their babies.
  - Shift from more practical concerns in years past – like feeding, milestones, etc.
- Cultivating **empathy and kindness** are a central concern.
- Want to ensure **girls are strong** and can protect themselves; **boys are sensitive and aware**.
- Worry about **kids' addiction to tablets/screen time**, but don't know what to do about it.
- Many feel pressures due to **scarcity of cash-flow, extensive work hours, and lack of time** (for children and self-care).

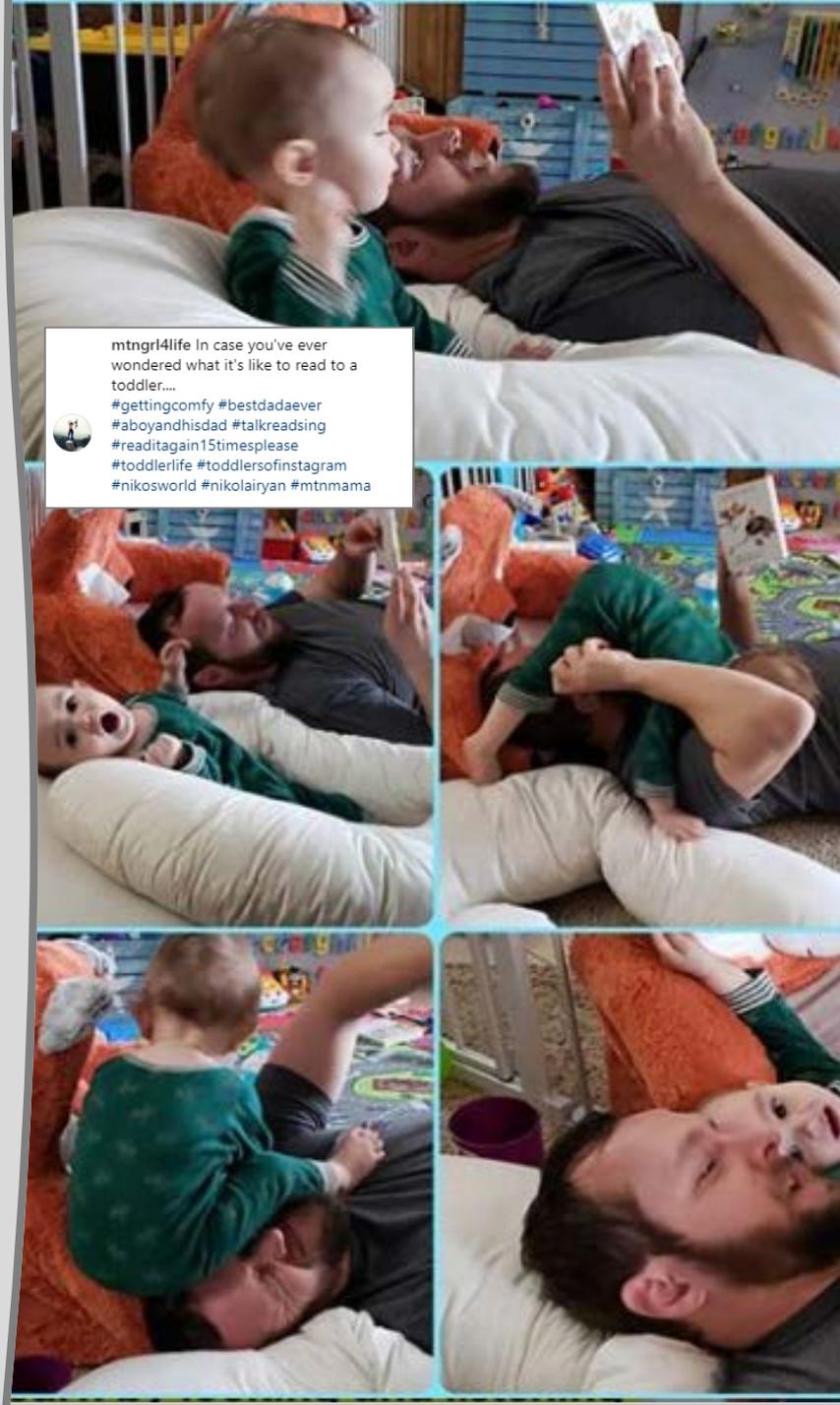
doseoffbex Someone loves story time. Hoping he's a book worm like his mama.

#talkreading #storytime  
#readingchair #giraffescantdance  
#bookworm #startemyoung



# Core Caretaker Groups Emerged

- **Moms:**
  - Continue to be primary caretakers.
  - They see **social skills as critical** to their children's future.
  - They aim to **instill kindness and empathy** in their young children.
  - They **seek to model these qualities** as they relate to their children.
- **Dads:**
  - Taken on more **early connection and responsibility** in caretaking and child development.
  - **Seeking instruction** and ways they can help.
- **Grandparents:**
  - New parents are **seeking to help their parents enter into the interactional paradigm**, with different levels of success.
  - **Grandparents who don't speak English** well are more hesitant to engage with their grandchild.
  - Some **grandparents are simply more conservative or set in their ways**, prefer quiet children who entertain themselves.

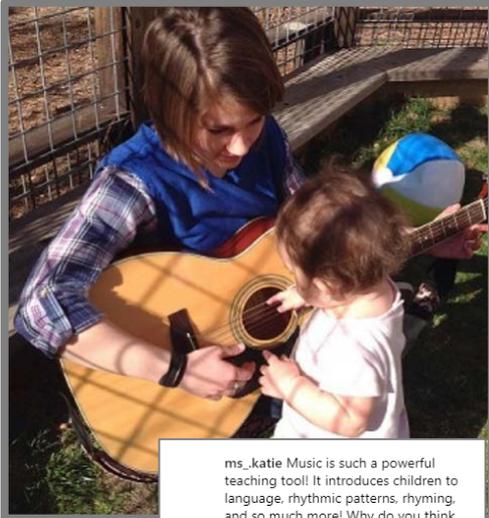


# Messaging and Media Approach

jessnoel89 The kids sure are happy to have a little extra time with Dad today!  
#happypresidentsday #Reading #talkreadsing #qualitytime @jestaflash



- "Tell Me How"
- "Show Me"
- "Remind Me"



ms\_katie Music is such a powerful teaching tool! It introduces children to language, rhythmic patterns, rhyming, and so much more! Why do you think we all learn the ABC's as a song first? Because music works...whether it's a jingle from a commercial or a nursery rhyme, music sticks with us!



Remember it is so important to TALK.READ.SING to all our littles! This is how they learn language :) more is caught then taught when it comes to language! #talkreadsing #music #teach #teacher

fresnokiddclub Lovin' her Itsy Bitsy Spider puppet book!



#fresnobabysitter #talkreadsing



jackilelandalliman My big head loves his books. He turns the pages and babbles like he is actually reading.  
#babyboy #bigheadbaby #booklover #smartypants #starttheyoung #talkreadsing



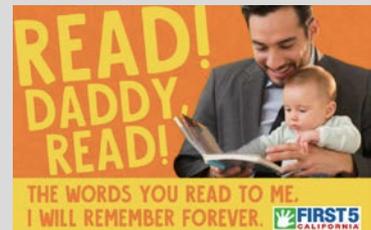


milanabucho Happy International Women's day to all the amazing, strong, powerful women. Past, present and future. 📷

# Creative Testing

---

- **Focus on Making a Connection – Bonding**
  - Showing **tender, joyful moments** of **cross-generational connecting** are powerful.
  - **Actions seem doable** for busy parents and the **benefits seem easy to grasp**.
- **Use of Encouraging Words and Phrases**
  - Celebrating the powerful and **influential role each family member plays**.
    - “It gives you confidence, that statement gives you confidence ‘you can change the future.’”  
-Oakland Mixed Caregivers





mamma\_kas • Follow  
Diamond Bar, California

mamma\_kas Loving these @melissaanddougtoys animal magnets! Nate is developing early science skills by learning all about animals and that magnets only stick on his cookie sheet!

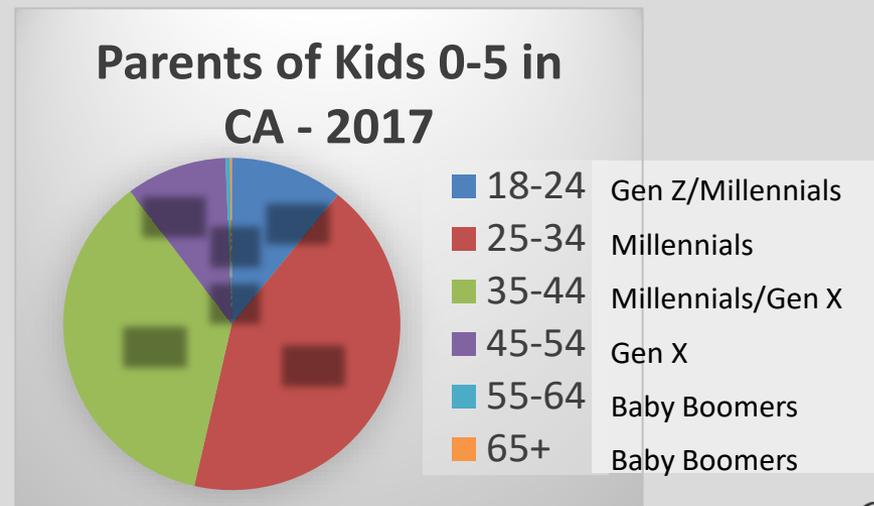
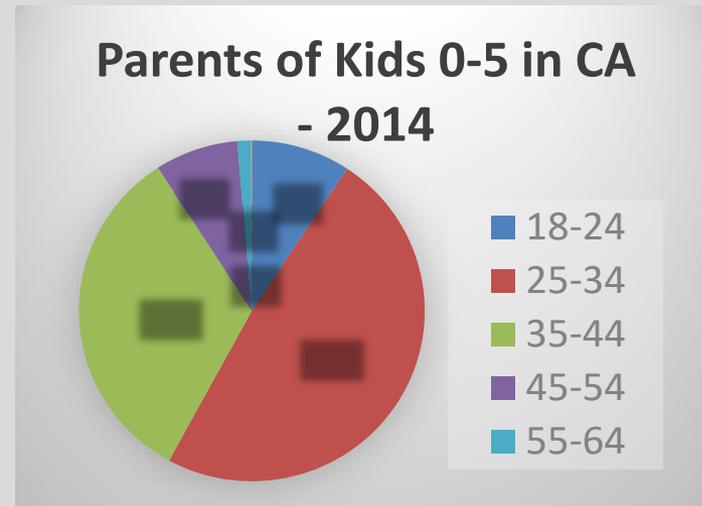
#melissaanddougtoys #earlyscience #babyplay #talkreading #preschoolteacheratheart #mamalovesyou

# Secondary Research



# Target Audience Insights

- **The Latinx population is shifting**
  - Roughly 50% of Spanish dominant TV viewers in California ALSO view programming on English stations.
- **Parents of kids 0-5 are slightly older than three years ago**
  - 35-54 age group up 5%
  - Core target remains 25-34 (Millennials)





# Target Audience Insights

- Millennials are distracted by multiple devices and platforms and have shorter attention spans.
- Future generations attention spans will continue to shorten.
- California parents overall are struggling to balance family and work demands.
- Short, 'snackable' content, and tips are key to engage quickly and remind.
- Influencers (Trusted Sources) further engage and prompt behavior change.

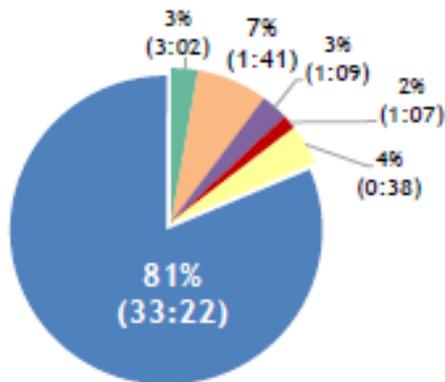


# TV Continues to Provide Mass Reach

- Over **\$64 billion** was spent in TV ad dollars in the U.S. in 2018.
- Traditional Live and time-shifted viewing accounts for 80% of total viewing.
- While younger audiences tend to consume video via internet connected devices, **nearly 60% of those 18-34 still view through traditional channels.**
- The more recent subscription-based Live TV options such as **Hulu Live and Sling TV** are convincing **older viewers to 'cut the cord'**.
  - Largest 2017-2018 YOY growth was in the 35-54 age group.

% Share of Weekly "Time Spent" by Video Device

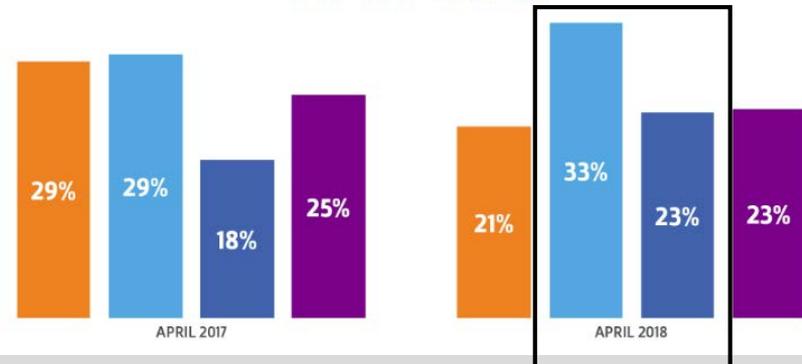
Q1 2018, Adults 18+ (hrs:mins)



■ TV (Live + DVR/Time-Shifted)
 ■ Video on a Smartphone  
■ Internet Connected Device
 ■ Video on a Computer  
■ Video on Tablet
 ■ Game Console

Percent Composition by Head of Household Age for Pure-Play Virtual MVPD Users

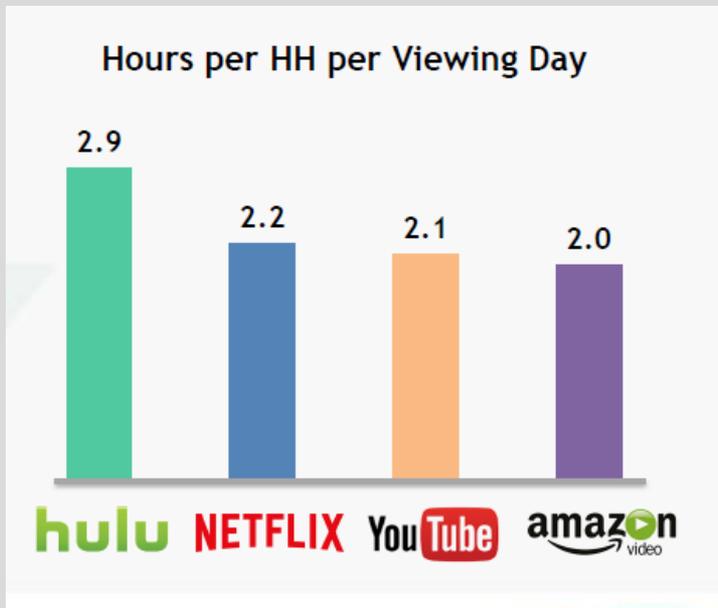
18-34 35-44 45-54 55+



Q1/Q2, 2018 Nielsen Total Audience Report (Internet connected devices = Apple TV, Roku, Google Chromecast, Amazon Fire, Smartphone, Computer, Laptop) and 2018 Comscore OTT Intelligence.



# We Are Shifting With The Viewers



- Premium OTT platforms that allow advertising, Hulu and YouTube, are incorporated into the First 5 California plans.
- Additionally, ads are running programmatically across 'skinny bundles' like SlingTV and FuboTV.
- **Placing TV through these channels also allows for added targeting.**
  - For First 5 California, ads specifically reach parents of children 0-5 with HHI < \$75K
  - With traditional TV, targeting is based on planning insights from MRI findings, which informs station selection upfront.



# How We Apply The Research To The Campaign



jessnoel89 This girl already LOVES books ❤️

She mostly likes to use them as a drum or a chew toy but still 🙄📖

She does love when we read her stories too and can't help but smile (especially if we're extra animated when we read)

#Reading #firstfivecalifornia  
#talkreading #usbornebooks #UBAM  
#PiperQuinn #rasingreaders



# Campaign Goals

- **Encourage** all parents and caregivers of children ages 0-5 to **talk, read, and sing with their children – from the moment they're born.**
  - Emphasize the earliest days, weeks, months, and years.
- **Remind and motivate** parents and caregivers to **sustain** these engagements. **Do them every day.**
  - Creatively use messaging and the media/mediums to support this.
- **Educate** parents and caregivers about the **brain science and benefits** associated with talking, reading, and singing.



# Campaign Goals, cont.

- Understand our target audiences' **values and media habits** to build messaging that resonates and is positively received.
  - **Use technological advances to enhance the user experience** and contact with our messaging (i.e. streaming TV, mobile devices, social media).
- **Optimize and customize delivery** to key groups.
  - Latinx and Spanish-language dominant populations
  - African American
  - Asian American
  - Dads
  - Moms
  - Grandparents
- **Manage budget levels to maintain media frequency** throughout the year and make the biggest impact throughout the state.



pattylynnpix #bedtime  
#storytime #talkreading  
#brothers #coconuts #siblinglove  
#siblings #pajamas #pjs  
#jammies #stripes #instakids  
#ikcbear #sleepstyle #kidsbooks





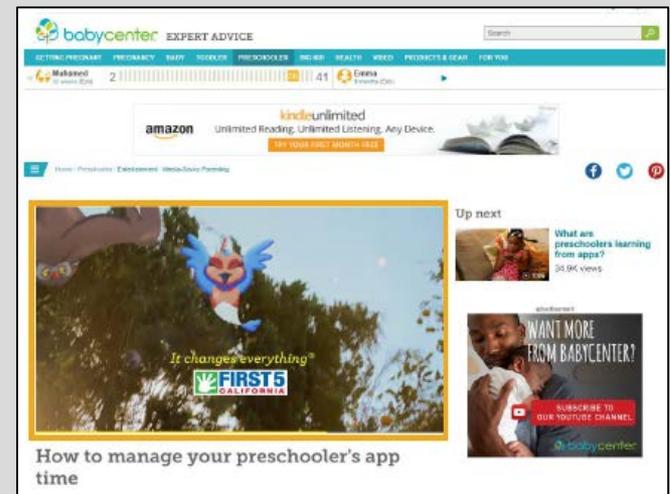
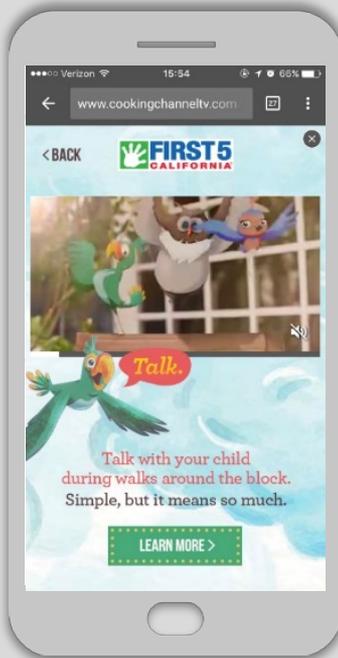
# Campaign Highlights

 **sanfranciscotoddler** • [Follow](#)  
San Francisco, California



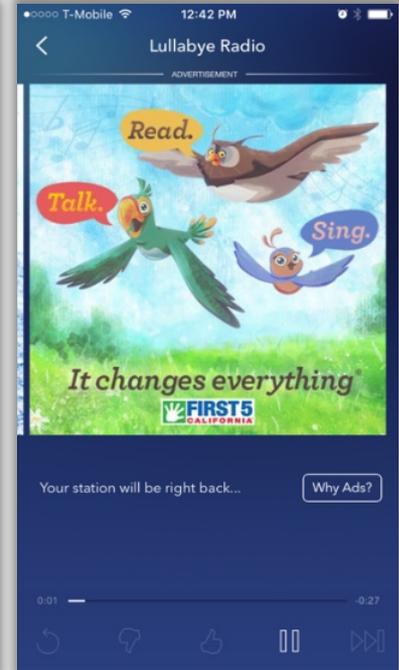
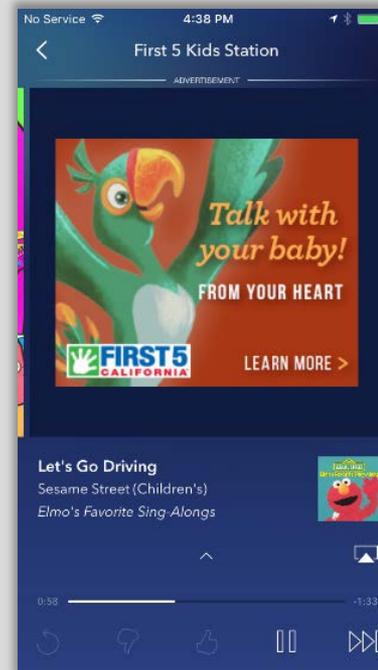
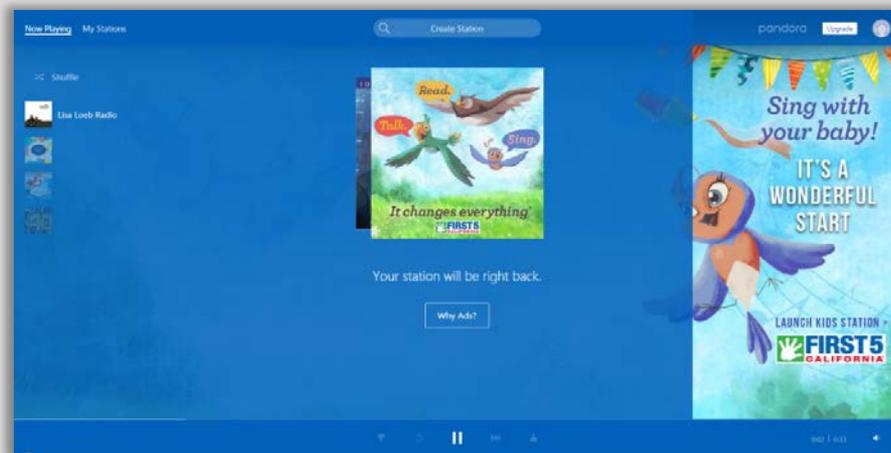
# Digital

- Programmatic and Site Direct

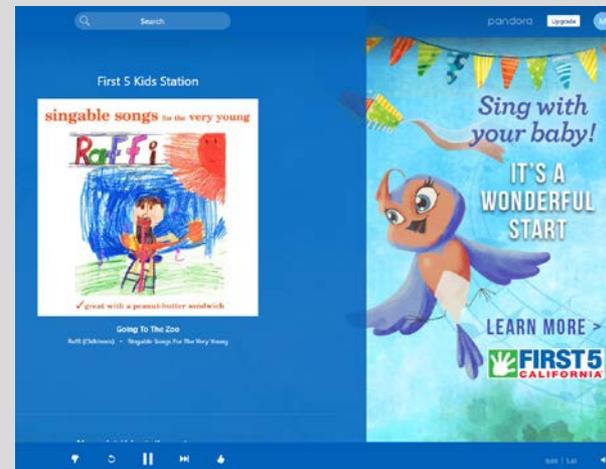
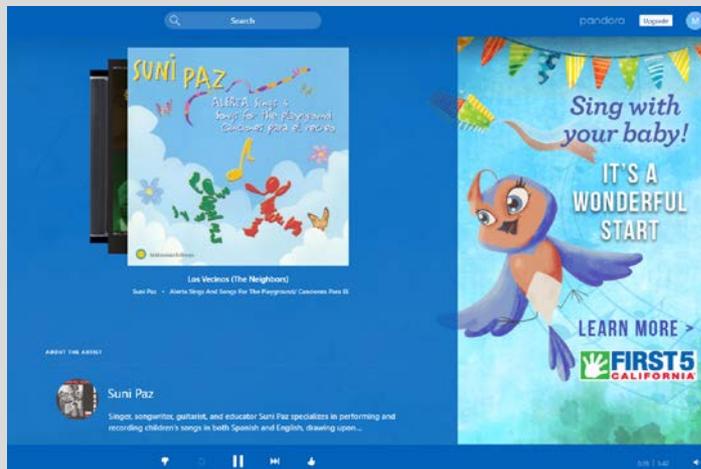


# Digital

- Pandora and Spotify



pandora



# Digital

- Custom: ESPN - Johnny Hekker, LA Rams Punter



# Social Media: Daily Posts on Instagram, Facebook, and Pinterest



FIRST 5 CALIFORNIA  
2/6/2019 9:00 PM

Let's face it – brushing teeth isn't always a child's favorite activity! February is National Children's Dental Health Month, making now the perfect time to brush up on this

**1,247**  
Engagements



FIRST 5 CALIFORNIA  
2/19/2019 9:32 AM

Your child should visit the dentist at least once a year. Dreading that first dental check-up? We hear you – and we've got some tips to help. <http://bit.ly/DentalVisits#NCDHM>

**1,077**  
Engagements



FIRST 5 CALIFORNIA  
2/11/2019 9:38 PM

First 5 California - Your Baby's Brain: Five Common Myths - Debunked! First 5 California provides brain development information, activity suggestions,

**862**  
Engagements



FIRST 5 CALIFORNIA  
1/28/2019 9:57 PM

Did you know that a baby's brain responds differently to recorded music versus live singing? Your voice has power – especially when it's filled with song!

**825**  
Engagements



FIRST 5 CALIFORNIA  
2/20/2019 10:15 PM

Life With Littles | ❤️ | A wonderful reminder for us to be "all ears." 📢 | First 5 California shared a post. | <https://www.facebook.com/lifewithlitt> type=3

**733**  
Engagements



FIRST 5 CALIFORNIA  
2/22/2019 9:15 PM

We're sharing our favorite recipe for homemade bubbles using four simple ingredients. Get the recipe now! <http://bit.ly/HomemadeBubbles> |

**670**  
Engagements



FIRST 5 CALIFORNIA  
2/4/2019 11:48 AM

Habla. Lee. Canta. | Consejos gratis sobre crianza | Cuando se trata del desarrollo del cerebro de tu bebé, los pasos son fáciles de recordar, ¡y son gratis! |

**561**  
Engagements



FIRST 5 CALIFORNIA  
2/5/2019 9:16 PM

This seems right on ☐– do you agree? #parenting

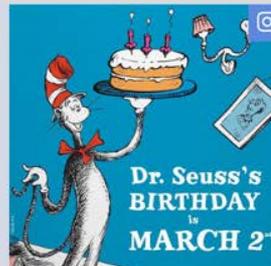
**300**  
Engagement



FIRST 5 CALIFORNIA  
2/17/2019 8:46 PM

Laps > apps. #talkreading @quietbookqueen

**245**  
Engagement



FIRST 5 CALIFORNIA  
2/26/2019 10:32 PM

Did you know that Dr. Seuss would have been 115 years old this week? In honor of this beloved and timeless author, we're proud to celebrate

**135**  
Engagement



FIRST 5 CALIFORNIA  
2/7/2019 8:45 PM

Let's face it – brushing teeth isn't always a child's favorite activity! ☐ February is National Children's Dental Health Month, making now the perfect time to brush up on this

**95**  
Engagement



FIRST 5 CALIFORNIA  
2/12/2019 8:49 PM

What songs do you love singing with your kids? Share your faves below and let's spark some new song ideas together. ☐ @lorenaobvious @iloveklove

**94**  
Engagement



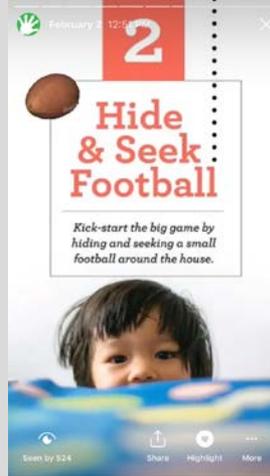
FIRST 5 CALIFORNIA  
2/19/2019 8:03 PM

Brothers + books + bedtime. ☐ Thanks for sharing this precious #talkreading moment with us, @pattyllynpix!

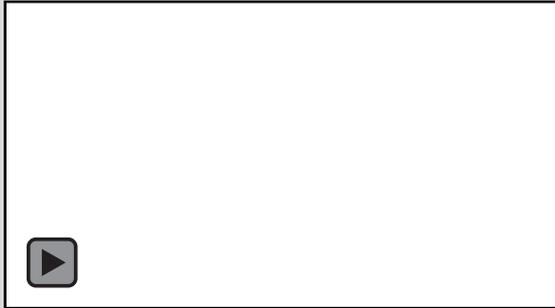
**93**  
Engagement



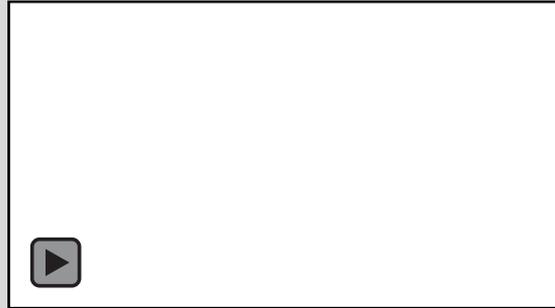
# Social Media: Instagram Stories, Influencer Takeovers, and Facebook Lives



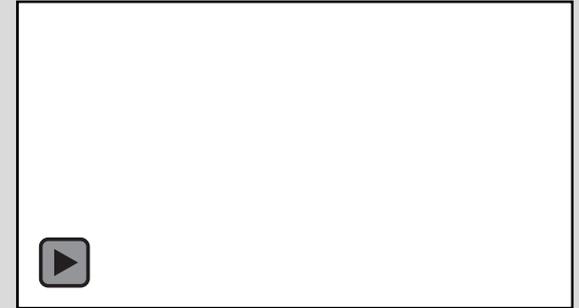
# TV: New Spots



:15 "Talk" (English & Spanish)



:15 "Read" (English & Spanish)



:15 "Sing" (English & Spanish)



:30 "Bassinette" (English & Spanish)



:30 "Grandma" (English)



:30 "Grandma" (Spanish)



:30 "Give the Phone a Rest" (English & Spanish)

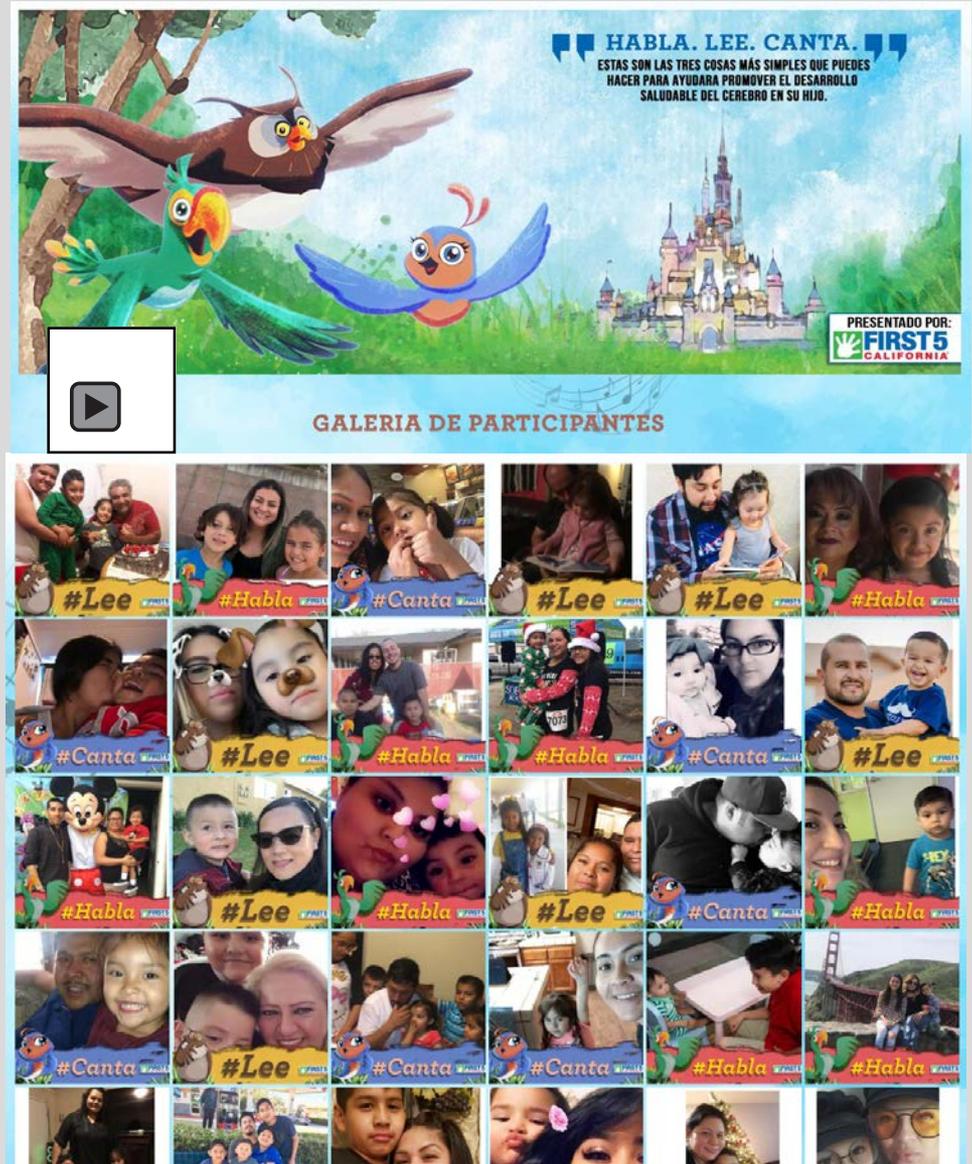


# Radio

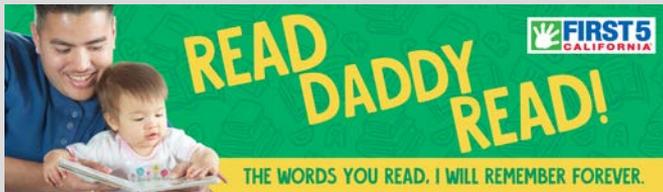
Sample Custom Execution

“Habla. Lee. Canta.” Photo Contest

- 10.14K Site Visits
- 1.02K Contest Entries
- 619 people shared their branded frame photo on social media

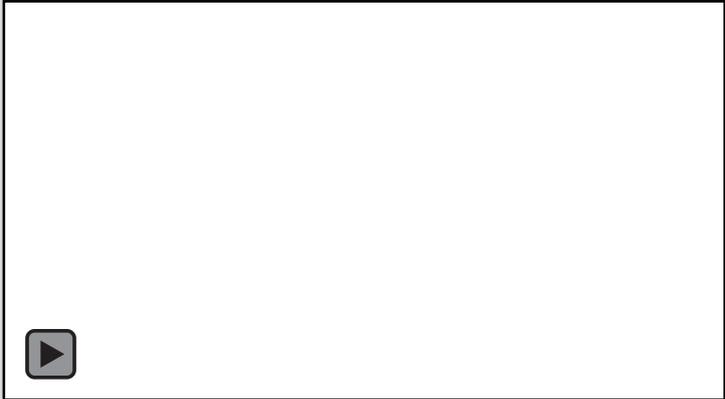


# Outdoor



# Community Engagement

Schools, Libraries, Family Resource Centers



# First 5 Express

FY 18/19 Impact & Engagements

- 38,439 direct interactions
- 127,345 resources distributed
- 23,690 English & Spanish Brain Development brochures distributed
- 21,670 bilingual storybooks distributed
- All 58 counties visited





# New Website In Development

- Make the site fresh.
- Increase **ongoing user engagement** and **spur return visits**.
- **Easy to use experience**, whether you're on desktop or mobile.
- Bring content forward to the user.
- **Introduce push-messaging** for further parent/caregiver engagement.
- Intuitive organization of the content.
- Make the site dynamic with **fresh content, videos, simple navigation, and search**.

mtngr14life This little guy sure loves his books!  
#morningreading #babybooks  
#talkreading #babybookworm  
#iloveyouthroughandthrough  
#nikosworld #nikolairyan  
#sunshineadventurebaby #mtnmama





# Impact & Campaign Results



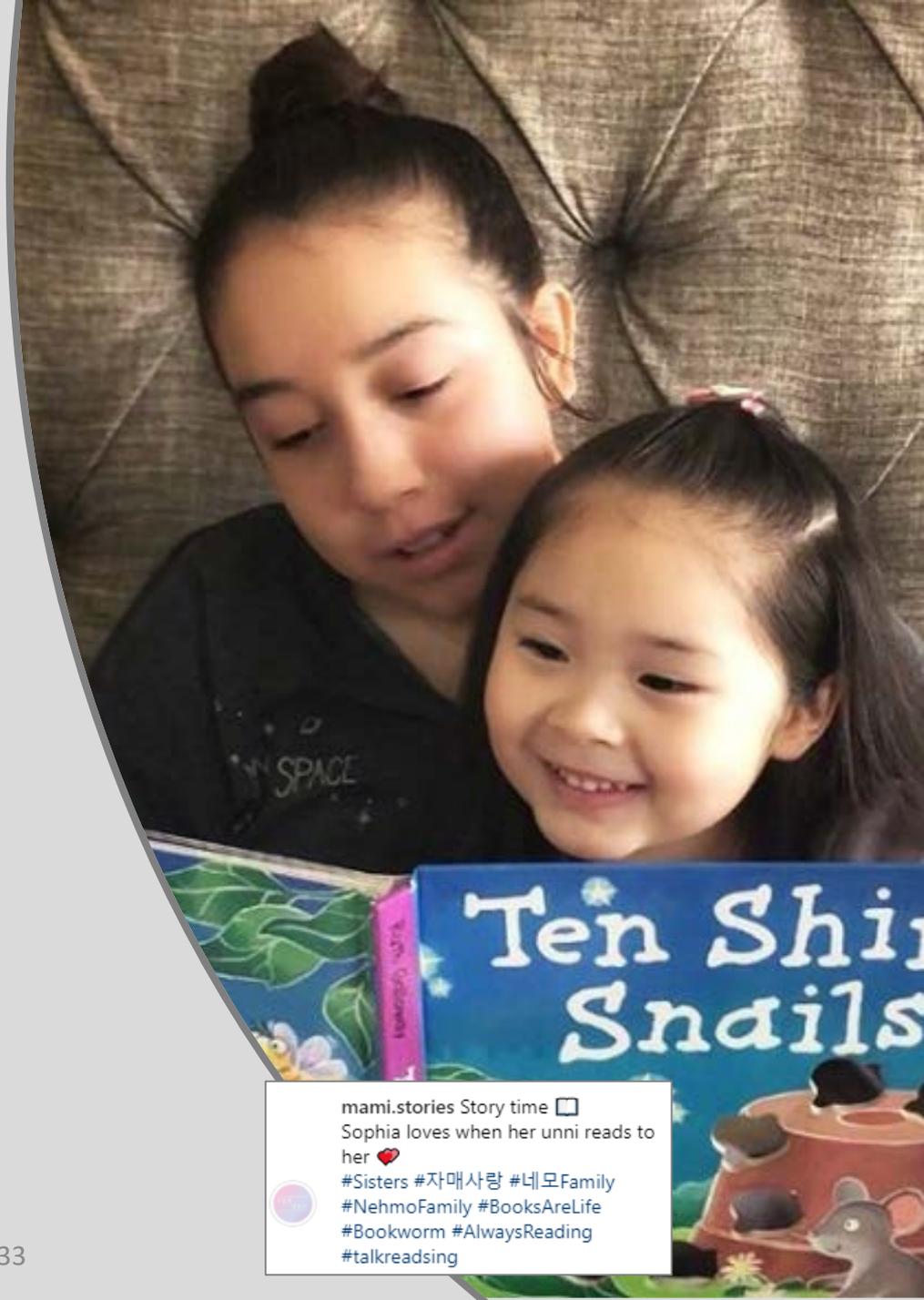
minnie\_emma\_adventures  
West Covina Library



# Third-party Research

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- The **UCLA CHIS 2017** study reports 84.3% of parents report hearing/seeing *Talk. Read. Sing.* campaign.



mami.stories Story time 📖  
Sophia loves when her unni reads to her ❤️  
#Sisters #자매사랑 #네모Family  
#NehmoFamily #BooksAreLife  
#Bookworm #AlwaysReading  
#talkreading





singtoyourbaby One of @singtoyourbaby 'creators, doin' her magic #magic #infant #babysongs #babybook #talkreading #musicandliteracy #music #babymusic #parenting #newbornbaby #newborn

# Third-party Research

- A comprehensive study from **NORC at the University of Chicago** revealed the campaign resulted in:
  - **94%** of respondents **knew that babies brains are forming important connections** for learning as soon as they are born.
  - **97%** of respondents knew **singing songs** to babies helped their **brains develop**.
  - **92%** of respondents knew **singing songs** to babies helped them **learn language**
  - **Parents who saw First 5 California ads reported reading more to their children.**
  - **74%** of respondents reported that the **ads led them to talk, read, and sing more** with their children.
  - **60%** of respondents reported either **unaided recall or recognition of our TV messaging.**
  - **38%** said they **visited the First 5 California website as a result**; most said the site provided them with “a lot” of help.



# Website Visits

- *Talk. Read. Sing.* campaign is driving parents and caregivers to the First 5 California website to learn more.



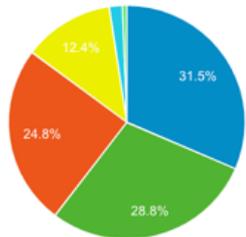
Jan 1, 2018 – Dec 31, 2018



# Acquisition Overview

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	248,212	247,736	328,507	63.34%	2.20	00:01:34
1 <span style="color: blue;">■</span> Paid Search	80,972	<div style="width: 33%;"></div>	<div style="width: 24%;"></div>	75.03%	<div style="width: 85%;"></div>	<div style="width: 95%;"></div>
2 <span style="color: green;">■</span> Organic Search	74,134	<div style="width: 30%;"></div>	<div style="width: 22%;"></div>	50.17%	<div style="width: 75%;"></div>	<div style="width: 90%;"></div>
3 <span style="color: red;">■</span> Direct	63,811	<div style="width: 26%;"></div>	<div style="width: 19%;"></div>	69.17%	<div style="width: 80%;"></div>	<div style="width: 95%;"></div>
4 <span style="color: yellow;">■</span> Referral	31,930	<div style="width: 13%;"></div>	<div style="width: 10%;"></div>	53.10%	<div style="width: 65%;"></div>	<div style="width: 85%;"></div>
5 <span style="color: cyan;">■</span> Social	4,564	<div style="width: 2%;"></div>	<div style="width: 1%;"></div>	72.36%	<div style="width: 85%;"></div>	<div style="width: 95%;"></div>
6 <span style="color: green;">■</span> (Other)	1,545	<div style="width: 0.6%;"></div>	<div style="width: 0.5%;"></div>	86.21%	<div style="width: 95%;"></div>	<div style="width: 100%;"></div>
7 <span style="color: orange;">■</span> Email	12	<div style="width: 0.005%;"></div>	<div style="width: 0.004%;"></div>	52.63%	<div style="width: 65%;"></div>	<div style="width: 85%;"></div>
8 <span style="color: yellow;">■</span> Display	9	<div style="width: 0.004%;"></div>	<div style="width: 0.003%;"></div>	64.71%	<div style="width: 75%;"></div>	<div style="width: 85%;"></div>

Top Channels

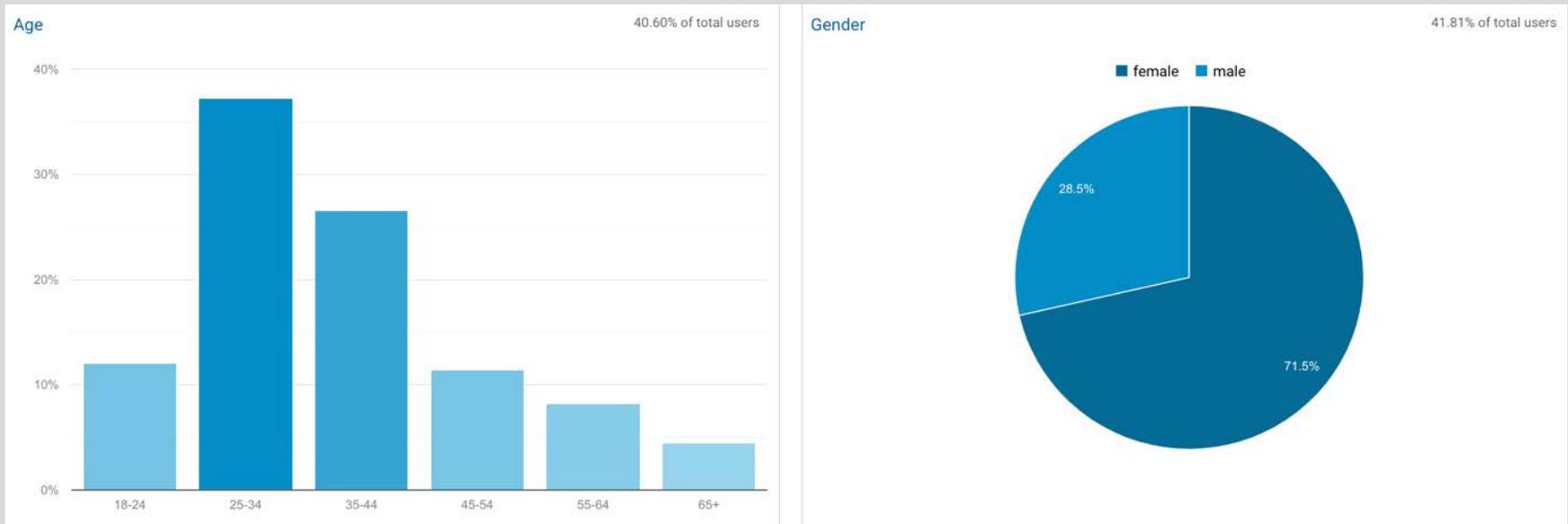


- Paid Search
- Organic Search
- Direct
- Referral
- Social
- (Other)
- Email
- Display

Jan 1, 2018 – Dec 31, 2018



# Demographic Overview



Jan 1, 2018 – Dec 31, 2018



# Public Embrace of the Campaign

chantephan Disney Bedtime Stories with Daddy #talkreading #disneypeople #bedtimestories #disneybooks #disneyphans



carriethehacker I liked hearing Mommy read the Pout Pout Fish Book. Thanks @bridgeetoe.

- **Statewide Focus Groups**

- Parent and caregiver **focus groups** were conducted throughout the state in **2013, 2015, and 2018**.
- From 2013 to 2018, **results showed a significant shift** in parenting trends, particularly with fathers and grandparents.
- Parents were **increasingly more knowledgeable about the important role they play** in their child's early life.
- **Fathers felt more comfortable co-parenting** and taking actions like reading and singing with their babies – **from day one**.
- In all **focus groups conducted in 2018**, anecdotally, there was at least 85% **unprompted recognition of First 5 California**, and about 90% recognition of the **Talk. Read. Sing. campaign**.
- In every focus group in 2018, **at least one or more participant began singing – unaided – the campaign commercial song** when asked if they've ever heard about the **Talk. Read. Sing. campaign**.



# Public Embrace of the Campaign

- Partnership Alignments

- Trusted influencers and organizations have aligned with the *Talk. Read. Sing.* campaign to help build upon the messaging and extend its reach.
- Partners have embraced the **messaging** and have gone above and beyond in making the program authentic and meaningful to their audiences – **because they believe in it themselves.**
- Partners include **Vroom, iHeart Radio, Univision Network, ESPN Network, Crossings TV, Mario Lopez, Omar & Argelia from Univision, Don Cheto of Liberman Spanish-language network, the Sacramento Kings, professional athletes,** and many more.



raisingspanglish Mama raising no fools 📖 it only takes 20 minutes a day.  
#talkreading #lamoms #momsover40



momtessorius\_rex Papa, the gromminator, and his lamb hanging together .



# Ambassadors



BIENVENIDO A  
Entre  
MAMÁS

¡AYUDANDO A LAS MAMÁS A NAVEGAR LOS  
PRIMEROS 5 AÑOS DE VIDA DE SUS PEQUENITOS!

PRESENTADO POR  
**FIRST 5 CALIFORNIA**  
Habla. Lee. Canta.  
Esto lo cambia todo®



# Public Embrace of the Campaign



kayndom • Follow

- Anecdotally

- There has been an exponential increase in awareness about the *Talk. Read. Sing.* campaign that has led to a **stronger positive public perception and awareness about First 5 California.**
- More people have said “I’ve seen your commercials” or “my kids sing your song every time it comes on the radio” or “I can’t get that song out of my head!”
- Colleagues, like-minded organizations, and friends have shared their **approval and appreciation for the recent billboards** posted across the state.
- **Social media comments** – particularly from kindergarten teachers – **has praised the *Talk. Read. Sing.* campaign** in helping prepare children to enter their classrooms.





berenicepagan • Follow  
LA Plaza De Culturas y Artes

berenicepagan The #TalkReadSing corner is exactly where Brandon wanted to be most of the night. I'm not gonna lie, I tried to convince him "last book" so we could check out all that the #SMSOCIAL18 had to offer, but NOPE. My strong willed son insisted on reading. I did whatever he wanted that day, because without him I wouldn't have been able to celebrate such a special event. ❤️ the staff was absolutely amazing. We have lived by #TalkReadSing since he has been in the womb. I am so happy to see him take the initiative as he did and asked MOM to read to him. 📖👉

46w



\_brendah21\_ • Follow

\_brendah21\_ One of the many things we enjoy doing is #talkreadsing every chance we get. We started to #talkreadsing to Elijah early in our first pregnancy trimester & we feel good, when we get to witness Elijah responding or repeating something we have been teaching him...  
#talkreadsing #Supermamas  
#elijah2015 #elijahdelgado #elijahcub  
#eliaselfuerte #toddlerworksheets

83w



jesse paz 2 years ago

My 6month old could be breastfeeding and he'll let go of the boob to watch this commercial. They should make an educational show with those birds

👍 28 🗨️ ❤️ REPLY



Sandie Cat ▶ First 5 California

October 2, 2018 · 🌐

Children need this.

👍 First 5 California

👍 Like 🗨️ Comment ➦ Share 🗨️ Message 🌱



Graciela Balboa 1 year ago

my baby LOVES this commercial. Huge smile on his face lol

👍 6 🗨️ ❤️ REPLY



affenandthegriffs • Follow

affenandthegriffs Punky says. 🎵  
Talk, read, sing...it changes everything!  
🎵 (also bring your baby lots of gross dog toys. Mom & Dad love it when you do that 😊)

30w



olofthegriffon Who doesn't love a gross dog toy? ❤️

30w 1 like Reply



gnatspan 🤔Awwwwww

30w 1 like Reply

👍 🗨️ ➦  
Liked by first5california and 685 others  
SEPTEMBER 9, 2018

Add a comment... Post





Thank  
You



frasercomm