Process Overview and Highlights
3 Year Plan

- Framework
- Research summary
- Micro site and messaging
- Collaboration opportunities
- Media
- Evaluation research
- Questions
Framework

Foundation

• Formative Research
  - Parents’ needs and perceptions
  - Need for a parent-centered resource center
  - Environmental scan: secondary research

• Developmental Phase
  - Assessment of current assets of First 5 California
  - Assessment of resources across 58 counties
  - Web site and outreach assessment
  - Services and support investigation
  - Creative development
  - Media analysis
  - Media planning
  - Microsite design and development
Framework

Implementation

**Phase 1**
- Commission: Media Review Committee
- Deploy micro site
- Launch education and outreach campaign
- Discovery phase for full Web site
- Conduct parent pre-measure for evaluation purposes
- Develop full Web site resources
- Web site usability study

**Phase 2**
- Education and outreach
- Develop services component
- Refine content
- Develop partnerships for content
- Develop social networking opportunities
- Develop and launch electronic newsletters
- Conduct interim evaluation

**Phase 3**
- Refine and add relevant content
- Further develop partnerships
- Conduct post-evaluation
Research Summary
Research Objectives

• To help develop the new First 5 California FY 09-10 campaign, we conducted an environmental scan of current issues as well as qualitative research to obtain an understanding of parenting needs, knowledge and perceptions of First 5 California.
Overall Findings

- Overall, there were very few ethnic and geographic differences among parents across the state; mothers are just that, mothers - no matter whom we talked to
  - Mothers and fathers offered the most notable differences among our respondents
  - Asian parents had somewhat higher expectations related to education and aspirations
- Passion for their children’s future was powerful and pervasive
  - New President of the U.S. creates a new sense of opportunity for children
- Complexity of support sought and expectations for parenting were highly correlated to income and geography
  - Higher income, urban moms were more aspirational as compared to their lower income, rural counterparts who were, in turn, more resourceful
Overall Findings

• High-speed Internet access at home, work, and mobile devices were prevalent among nearly every respondent – regardless of income and location
• Strong desires to be the “best” parent possible
  – A keen responsibility in light of new optimism
• Lack of knowledge and disempowerment
• Searching for guidance
• Tough economic times – greater need for resources
  – Families feeling vulnerable
• Parents rejected guilt-inducing or negative imaging and messaging
  – Overwhelmingly preferred inspirational, entertaining and encouraging messaging
• Parents need a resource to turn to for help
Most moms were very open to a government entity acting as an *aggregator* for parenting information

- “First 5 California” lent credibility, an appropriate entity to help people gain access to government and social services

The First 5 California brand has the functional and emotional qualities to deliver value *and* initiate long-term relationships with parents:

- **Functional space:**
  - Provide insight and guidance for both acute and chronic issues
  - Consider ease-of-use, access, and integration
  - Possible obstacle of perceived bureaucracy being a government entity

- **Emotional space:**
  - Embrace acknowledgment, empowerment, love, and trust in messaging and tonality
  - Be the next *layer* of “family” that parents can go to when in need
    - Respondents sought help mostly from known and trusted sources
Implications and Recommendations

• First 5 California is the obvious source of this type of information organized around:
  – Health
  – Education
  – Services and Support

• Families are very strained in these difficult economic times causing greater stress and making children more vulnerable to violence and neglect

• Develop a micro site that is parent-friendly utilizing existing resources while developing a robust site for parents
Web site: 3 Stages

- **Stage 1:**
  - Micro site with connections to First 5 California, a county Web site and content from the existing First 5 California Web site

- **Stage 2:**
  - Create a holistic, robust virtual parent resource center

- **Stage 3:**
  - Create social networking parent communities, forums, and tools to engage and learn
Parent Resource Center Micro site
Design and Functionality
This landing page is intended to help parents navigate the First 5 California site more easily while we are constructing our new site.
Welcome to First 5 California

Dear Friend of First 5 California,

More than half a million children are born every year in California. In each life is an unlimited amount of potential – to grow-up healthy, to do well in school and to succeed. First 5 California believes in tapping into that potential during a child’s earliest years and working to ensure that all children are given the opportunity to thrive.

That’s why we’re here. First 5 California and 58 County Commissions throughout the state work to improve the lives of children from the time they are in the womb until they enter kindergarten.
Collaboration Opportunities
Collaboration Opportunities

- Webinars
- Events in local communities
  - Radio Disney events in Southern California
  - Statewide to come
- Photo assets for county use
- Exploration of opportunities through micro site and full Web site
Collaboration Opportunities

Synergy of messaging with the Resource Express
3 Year Media Plan
Media Objectives

- Promote education and outreach among parents/caregivers via targeted offline and online media
  - Emphasis on Latino and African American segments
    - Represent 56% of California’s children 0-5

- Effectively target and reach California’s populations with the greatest need (including the hard-to-reach groups and communities)
  - Primary media target: Women 18-34 of all ethnicities with kids 0-5
  - Secondary media target: Fathers and other caregivers of kids 0-5
  - Also target/focus on hard to reach groups/communities: Migrant farm workers, Oaxacans, Mixtecs, Zapotecs, Hmongs, and Special Needs children

- Generate parent/caregiver awareness and education about the resources that are available to aid the health and nurtured development of children ages 0-5
  - Brand First 5 California as the ultimate resource on information for their children in this age range
Key Strategies

- Use syndicated research to understand target demographics, psychographics, lifestyles, language preferences, and media usage habits
- Ensure effective media coverage for all 58 counties
- Specifically target different ethnic groups and hard-to-reach communities via multi in-language messaging
- Utilize a multi-media mix and roll out a 360 degree “Surround” media strategy for maximum impact
Key Strategies

• Implement synergistic and effective offline flighting strategies during key months:
  – August- September: Back to School
  – January- February: post holiday when routines are back to normal
  – April - June: pre summer, end of school

• Execute an ongoing online program
  – Employ the use of emerging media technologies and highly-targeted
digital media elements that will span both mainstream and ethnic media

• Utilize local and credible radio personalities on key stations to communicate the First 5 California message in an organic and conversational endorsement style
  – Selected personalities that are relevant to First 5 California; young mothers,
fathers, and other caregivers that have a lot of experience caring for young children
Key Strategies

• **Leverage all paid media dollars to deliver significant levels of added value**
  - Free time/space
  - Billboard sponsorships
  - Significant discounts off rate card
  - Interviews/Public Affairs programs
  - Web site presence/e-mail blasts

• **Timing**
  - Phase 1 (June 2009 through September 2009)
  - Phase 2 (January 2010 through September 2010)
  - Phase 3 (January 2011 through May 2011)
Year One Media Strategies

• Radio campaign June – September, 2009
  – General Market: All 24 radio markets across the state
  – Latino Radio and Asian Radio: Recommended key markets based on highest ethnic populations and areas with greatest need
  • Latino Radio buy *will always* include coverage of hard-to-reach population including Oaxacans, Mixtecs, and Zapotecs
  • Asian Radio messaging will be delivered in the following dialects: Asian-Indian, Chinese, Hmong, Korean, Laotian, and Vietnamese
Year One Strategies, cont’d

- **Online**, paid search, targeted display ads, and radio streaming to reach parents/caregivers who we know are online (June through December)

- High impact, mass reach **out-of-home** messaging via outdoor postings and transit (bus, both inside & outside) June through September, covering General Market, Latino, and Asian areas in top 6 markets

- Place visually appealing illuminated **backlit displays** in family friendly areas of highly populated malls in top California markets (August and September)
Year One Strategies, cont’d

- Enhance broadcast and outdoor efforts with increased ethnic support via African-American and Asian print publications in August and September
  - Showcase the powerful First 5 California message extending reach and frequency against these segments in trusted, credible print environments

- Ensure high visibility and outreach of the First 5 California campaign by utilizing select community events/partnerships (where resources might be needed and people are seeking information)
  - Strong presence at 16 Radio Disney Events that attract thousands of families in 3 of our key markets (LA, San Francisco, Sacramento)
  - Maximize our presence in key areas at peak times of the campaign
    - Take advantage of El Grito (Mexican Independence Day in September)
  - KCBS Marketing proposal will be developed in conjunction with the Department of Parks & Recreation and other partners
Year Two and Year Three Strategies

• Sustain General Market, Latino, and Asian radio messaging in key markets/languages throughout Year 2 and Year 3 (as affordable) for frequency and continuity
  – Flighted together for maximum impact and synergy with bilingual listeners

• Complement radio activity with additional out-of-home/guerilla media vehicles
  – Effectively reach out to our target segments when they are with their children and receptive to information
Year Two and Year Three Strategies, cont’d

• Maintain print continuity messaging in key African-American and Asian publications

• Continue to align First 5 California with key community events and partnerships to further our outreach and disseminate key literature/Kits

• Continue and expand online activity with a paid search program, targeted display ads, radio streaming, e-mail marketing, and other potential emerging technologies such as mobile media
  – Enhance online presence even further in Year 3 by building upon Year 2 learnings and optimizing effectiveness and reach
Search and Emerging Media

• **Paid Search Listings (Sponsored Links)**
  – Advertiser bids on search term and controls ad copy displayed to user

• **Organic Listings (Natural Search Results)**
  – Search Engine crawls the Internet to find the most *relevant* content and displays to the user as a link

• **PERMISSION-BASED, double opt-in e-mail to any demo, age, gender, HHI, location down to zip code, or relevant category**

• **Mobile is a means of alerting AND reminding in REAL TIME**
  – Adults spend 18 hrs/day with their cell on average
  – 97% Open Rate

• **Push out Text Alerts about programs and services First 5 California provides**
  – “Click to Call” feature from text message for ordering *Kit for New Parents*
Targeted Display Ad Campaign

- Custom segments of sites created to reach the First 5 California CA target audience
  - Parenting/Family and Moms Segment – sites such as Babycenter, Parent.com, iVillage, Disney Family, Babynames, momblognetwork, justmommies, EllenTV, TyraTV, etc.
  - Latino Segment – sites such as Univision, Telemundo, La Opinion, People En Español, Telemundo.yahoo.com, Babycenter En Español, Guia Infantil, etc
  - African American Segment - sites such as BET, BlackPlanet, Ebony, Essence, Spin, Vibe, etc.
Targeted Display Ad Campaign

- Behavioral and Contextual Targeting
  - Track user behaviors online and target individuals in CA with an ad who are searching for or looking at content related to:
    - Children’s Health/Nutrition, Family Planning/Life, Parenting Babies/Toddlers, Baby/Toddler Products (toys, strollers, diapers, apparel, etc)
  - Target Mothers and Parents with Young Children, HHI < $75k
- Re-targeting those who have visited First 5 California site
Pre-Advertising Research
Methodology

- Telephone surveys across California
  - Use of telephone surveys provides the ability to reach a diverse audience using a consistent methodology
- The survey was conducted in English, Spanish and selected Asian languages (Korean, Vietnamese, Chinese)
- Reliable and robust sub-samples were analyzed along with total state results
- 1250 interviews to be conducted in the pre and post surveys
Quantitative Research Objectives

• To quantitatively measure the perceived needs of parents of children ages 0-5 for resources or help as they prepare their children for life
• To assess relevant beliefs, motivations and behaviors
• To measure a baseline for awareness of current outreach campaigns and services
  – Regular tracking to measure effectiveness
Thank You