



PAID MEDIA PHASE 1

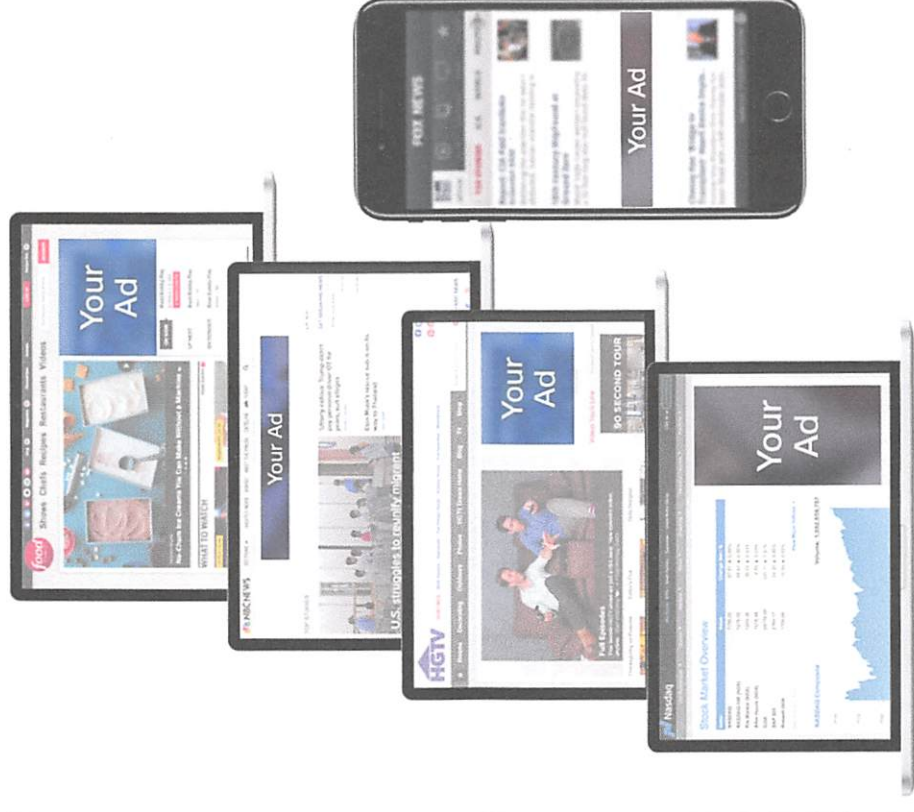
TEEN VAPING AWARENESS CAMPAIGN
City of Jacksonville, FL

March 10, 2021

PAID MEDIA OVERVIEW – PHASE 1

Video-led Digital Campaign

- Increase Awareness across Audiences
- Focus on Students & Parents
- Create Halo by Targeting Other Adults
- Divide Media Buy into 2 Flights/Phases
 - Flight 1: 1/19/21 – 3/9/21
 - Flight 2: 4/1/21 – 6/7/21
- Geotarget to Duval County.



KEY IDENTIFIERS: Teens A13-18, HH with Middle School student, HH with High School student, High School students, HH Presence of Children, HH With Children, Children in HH.

PAID MEDIA OVERVIEW – PHASE 1

Advanced Audience Targeting

Uses 1st and 3rd party data to target consumers based on demographics, behaviors, purchase history/intent, or brand affinity

Run of Network

Distributes ads across Townsquare's extended network of sites and mobile apps

Retargeting

Retargets consumers who visited the site

Social: Video ThruPlay

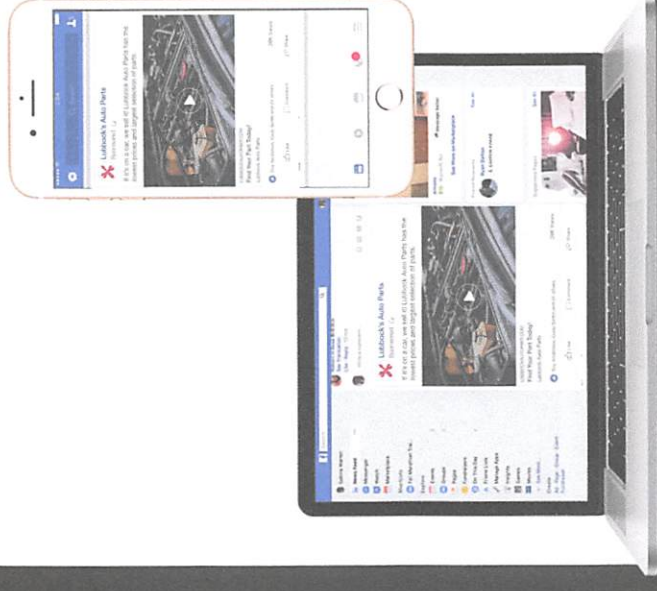
Delivers video to specific consumers on both Facebook and Instagram

Snapchat

Generate engagement with your unique audience on Snapchat's mobile app

YouTube TrueView

Broadcasts pre-roll across YouTube (advertiser only pays for ads that have not been skipped)



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DISPLAY & VIDEO CAMPAIGN PERFORMANCE

✓ Strategy & Tactics

- Audience Targeted
- Run of Network
- Pre-Roll Audience

💡 Campaign Performance

Tactic	Impressions	Clicks	CTR	Video Starts	Video Completion	VCR
Run of Network	540,538	1,389	0.26%	N/A	N/A	N/A
Audience	9,622	3	0.03%	N/A	N/A	N/A
Pre-roll	133,098	966	0.73%	131,657	70,787	53.77%
GRAND TOTAL	683,258	2,358	0.35%	131,657	70,787	53.77%

⚙️ Monthly Performance

Month	Impressions	Clicks	CTR
January	171,796	463	0.27%
February	399,141	1,487	0.37%
March	112,321	408	0.36%
GRAND TOTAL	683,258	2,358	0.35%

💡 Insights & Recommendations

- Pre-roll .73% CTR is higher than benchmark of .57%
- Run of network's .26% was nearly 5x higher than the benchmark of .05%
- Not much traction from audience strategy, recommended to remove audience for next flight.
- Over 50% of video started were watched to completion.
- Over 50% of impressions served were clicked to the website.

★ Creative Performance

Creative Set	Impressions	Clicks	CTR
Cause Chaos	245,993	714	0.29%
Pink Generic	209,331	462	0.22%
Blue Generic	91,556	210	0.23%
Change Brain	3,280	6	0.18%
Forget Me (video)	45,091	317	0.70%
No Rest (video)	44,260	331	0.75%
One Wrong (video)	43,747	318	0.73%
GRAND TOTAL	477,834	1,886	0.39%

SOCIAL PERFORMANCE OVERVIEW - Part 1

✓ Strategy & Tactics



- Facebook ThruPlay



Campaign Performance

Tactic	Impressions	Link Clicks	CTR
Facebook ThruPlay	83,391	696	0.83%
GRAND TOTAL	83,391	696	0.83%



Insights & Recommendations

- High engagement rate on of over 80% of served impressions which was consistent month over month
- CTR above awareness benchmark of .11%



Creative Performance

Creative Set	Video Starts	Vid Completion	VCR
Forget Me Not	10,830	8,215	75.85%
No Rest	52,287	8,499	16.25%
Wrong Note	17,995	11,256	62.55%
GRAND TOTAL	81,113	27,970	34.48%



Monthly Performance

Month	Impressions	Link Clicks	CTR	User Engagement
January	13,568	146	1.08%	11,126
February	59,870	478	0.80%	46,996
March	9,953	72	0.72%	8,249
GRAND TOTAL	83,391	696	0.83%	66,371

SOCIAL PERFORMANCE OVERVIEW – PART 2

✓ Strategy & Tactics



- Snapchat



Campaign Performance

Tactic	Impressions	Swipe Ups	SUR
Snapchat	477,834	1,886	0.39%
GRAND TOTAL	477,834	1,886	0.39%



Placement Performance

Month	Impressions	Swipe Ups	SUR
Wrong Note_Image	129,309	487	0.37%
Wrong Note_Vid	52,994	234	0.44%
No Rest_Image	93,908	345	0.37%
No Rest_Vid	49,980	176	0.35%
Forget Me Not_Image	82,491	413	0.50%
Forget Me Not_Vid	69,152	231	0.33%
GRAND TOTAL	477,834	1,886	0.39%



Insights & Recommendations

- On average nearly 40% of the impressions served had engagement
- Slight drop in swipes month over month



Monthly Performance

Month	Impressions	Swipe Ups	SUR
January	117,909	146	0.43%
February	271,265	1,069	0.39%
March	88,660	308	0.35%
GRAND TOTAL	477,834	1,886	0.39%