



**GIANT
NOISE**

PROPOSAL

2021 WWIT CAMPAIGN



¿QUÉ DEBEMOS HACER PARA VOLVER A ABRAZAR A LA FAMILIA?

VACUNARSE ES LA RESPUESTA

LA LUCHA CONTRA EL COVID-19 AÚN NO TERMINA

 Usa un cubrebocas
  Lávate las manos
  6 pies Practica el distanciamiento físico
  Vacúnate


Llama al 311 para pruebas, información sobre la vacuna, y apoyo durante el COVID-19.
 covid19.sanantonio.gov #HazloPorSA



ESCANEA AQUÍ

*Optar para alertas no te inscribe en ninguna lista para la vacuna, solo es para recibir alertas de citas disponibles.

EXECUTIVE SUMMARY

Continue the WWIT campaign with a focus on vaccines, creating a targeted call to action while continuing messaging safety messages

Target: Marginalized Populations, Millennials, LGBTQIA+ communities

Strategies include:

- Music Program Extension with new SA artists
- New Creative Development focused on Vaccine and new CTA
- Traditional Media Ad Buying
- Targeted Digital Ad Buying and Analytics
- Targeted Social Community and Influencer Program using community leaders recommended by each Council District office (D2, D3, D4, D5, D7)
- Highly Targeted Grassroots Program
- Use of existing programming by different COSA departments

All of these strategies are in English and Spanish

TRADITIONAL MEDIA AD BUYING - TV & RADIO

The WWIT Campaign is supported by a strategic media buying plan executed by Metro Health that reaches every target.

Broadcast TV - English and Spanish

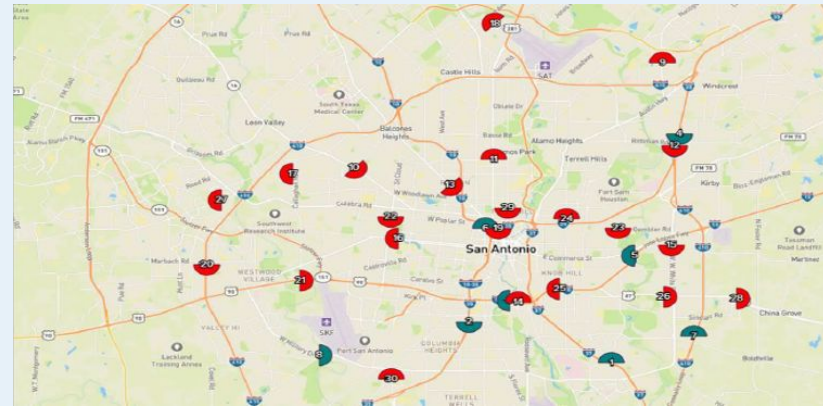


Radio - English and Spanish



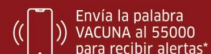
TRADITIONAL MEDIA AD BUYING - OUTDOOR

- Outdoor - Bulletins and Neighborhood Boards
- Metro Health vehicle
- Doorhangers
- Taco Bags & Restaurant Flyers
- Yard Signs for City Parks





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TRADITIONAL MEDIA AD BUYING - PRINT ADVERTISING & OTHER

COMMUNITY NEWSPAPERS

- Connexión - SPANISH
- Southside Reporter
- The Observer
- La Prensa - SPANISH
- NE Herald
- SA Current

ADDITIONAL EFFORTS

- Health Kiosks at Walmart
- Video Jukebox
- Digital Truck





MUSIC PROGRAM EXTENSION

After the success of the first series of songs recorded by local San Antonio Artists we created an extension with new talent including: Campanas De America, Little Joe Hernandez and Simply Rayne, now focusing on vaccine messaging.

- New Videos and radio spots were created in English and Spanish for Broadcast and Digital Ad buys:
- All videos can be found on the dedicated [Community/Media Toolkit](#) webpage.
- Each artist will post and promote the campaign within on their social media platforms beginning April 1.
- LINK to Videos
 - [Campanas de America](#)
 - [English Version](#)
 - [Little Joe](#)
 - [Bilingual Version](#)
 - [Simply Rayne](#)

NEW CREATIVE DEVELOPMENT



WHAT WILL IT TAKE TO SEE MY FRIENDS?

Do it for you.
Do it for your family.
Do it for San Antonio.

THE FIGHT AGAINST COVID-19 IS NOT OVER

Use a mask Wash your hands 6 ft Physical distancing Text VACCINE to 55000 to receive alerts*

 **Call 311 for testing, vaccine information and resources related to COVID-19**
covid19.sanantonio.gov #DoltForSA



*Opting in to this text alert system will not sign you up for a vaccine or add you on to a wait list.



¿QUÉ DEBEMOS HACER PARA ESTAR SEGUROS?

Hazlo por ti.
Hazlo por tu familia.
Hazlo por San Antonio.

LA LUCHA CONTRA EL COVID-19 AÚN NO TERMINA

Usa un cubrebocas Lávate las manos 6 pies Practica el distanciamiento físico Envía la palabra VACUNA al 55000 para recibir alertas*

 **Llama al 311 para pruebas, información sobre la vacuna, y apoyo durante el COVID-19.**
covid19.sanantonio.gov #HazloPorSA



*Optar para alertas no te inscribe en ninguna lista para la vacuna, solo es para recibir alertas de citas disponibles.



¿QUÉ DEBEMOS HACER PARA VOLVER A LA NORMALIDAD?

Hazlo por ti.
Hazlo por tu familia.
Hazlo por San Antonio.

LA LUCHA CONTRA EL COVID-19 AÚN NO TERMINA

Usa un cubrebocas Lávate las manos 6 pies Practica el distanciamiento físico Envía la palabra VACUNA al 55000 para recibir alertas*

 **Llama al 311 para pruebas, información sobre la vacuna, y apoyo durante el COVID-19.**
covid19.sanantonio.gov #HazloPorSA



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NEW CREATIVE DEVELOPMENT



THE FIGHT AGAINST COVID-19 IS NOT OVER



Use a mask



Wash your hands



Practice Physical distancing



Get Vaccinated



SCAN HERE

Call 311 for testing, vaccine information and resources related to COVID-19
covid19.sanantonio.gov #DoltForSA



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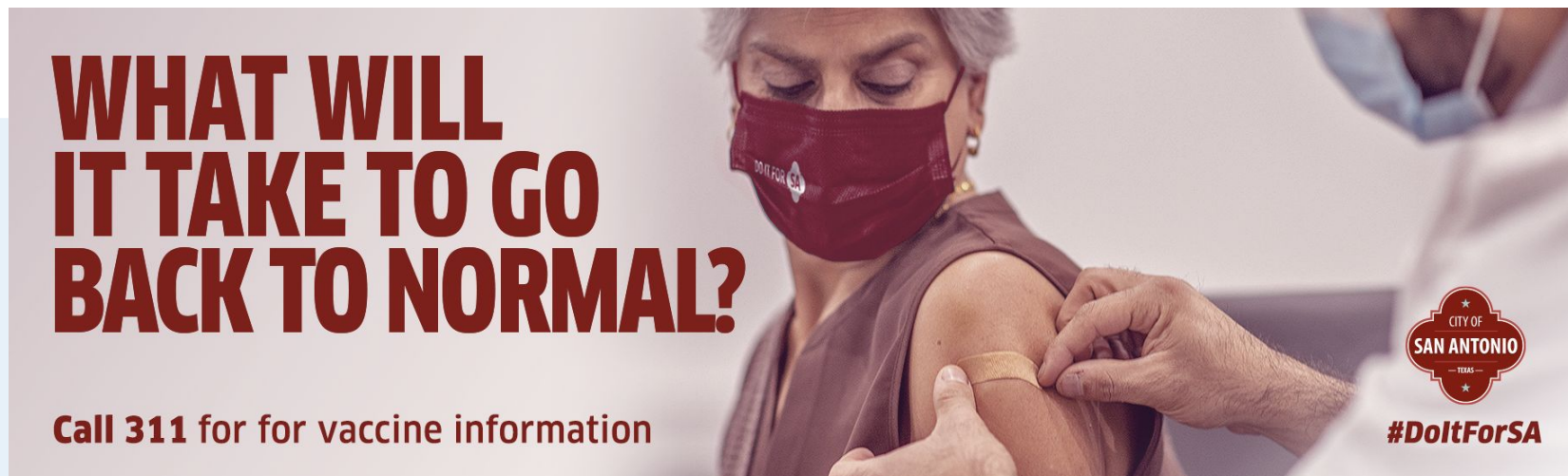
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Call 311 for testing, vaccine information and resources related to COVID-19
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NEW CREATIVE EXECUTIONS



WHAT WILL IT TAKE TO GO BACK TO NORMAL?

Call 311 for vaccine information

 #DoltForSA

YOU CAN HELP STOP THE SPREAD THE COVID-19



Text VACCINE to 55000 to receive alerts

Call 311 or visit [covid19.sanantonio.gov](https://www.covid19.sanantonio.gov) #DoltForSA






¿QUÉ DEBEMOS HACER PARA VOLVER A LA NORMALIDAD?

Llama al 311 para información sobre la vacuna contra el COVID-19

 #HazloPorSA




Use a mask



Wash your hands



Practice physical distancing



Text VACCINE to 55000 to receive alerts*

WHAT WE LEARNED IN 2020

In 2020, we narrowed our focus to four specific social channels and learned that our target audiences.

GENDER



Women engage more on Facebook and Instagram



Men engage more on YouTube and Google

LANGUAGE

Spanish and English ads were almost equal on all social media channels.

Ads in English	55%
Ads in Spanish	44%

DEVICE TYPE

The data told us that 74% of all ads were viewed on a person's mobile phone (iPhone, Samsung, etc).

Mobile Devices with full browsers	74%
Devices Streaming Video Content to TV Screens	13%
Tablets with Full Browsers	10%
Computers	3%

CHANNEL



44% of total engagement with peak performance in the 25 - 34 and 35 - 44 age groups.



27% of total engagement with peak performance in the 25 - 34 and 35 - 44 age groups.



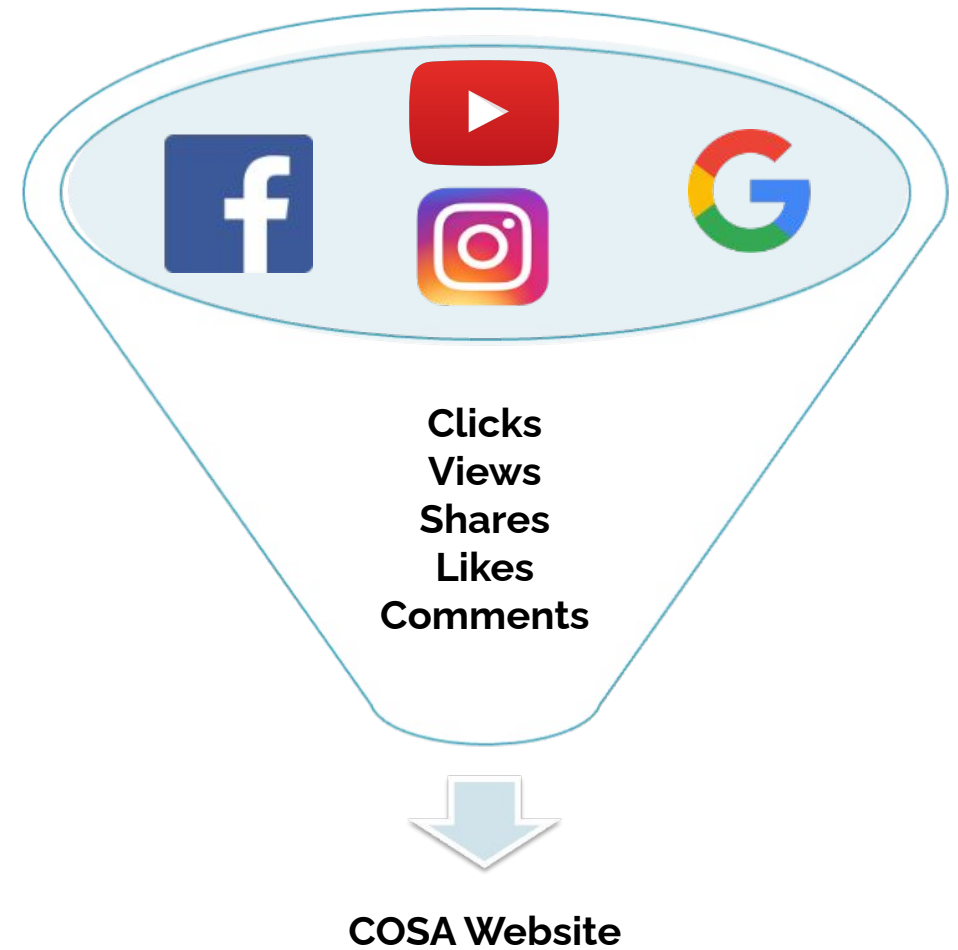
29% of total engagement with peak performance in the 18 - 24 and 25 - up age groups.

2020 Metrics vs. Q2 2021 Initial Metrics

Q4 2020	TRENDING	APRIL 5 - 18, 2021
Average Engagement Rate: 31.75%	1.25%	Average Engagement Rate: 33%
Total Engagements: 1,700,000	<i>* Ad engagement will exponentially increase the more time it has in the market</i>	Total Engagements: 220,120
Total Video Views: 1,000,000	95%	Total Video Views: 433,649
YouTube Ad View Rate: 5.39	2X	YouTube Ad View Rate: 13.74
Total Impressions: 3,641,606	38%	Total Impressions: 776,442
* Q4 2020 Digital Ad buys were only \$40,000 and 5% of total advertising budget		English QR Scans: 21 Spanish QR Scans: 19

Q4 2020 Campaign Hurdles We Addressed

- UTM's
- Geo Targeting
- Impressions vs Engagement
- Front Loading the Budget



TARGETED SOCIAL COMMUNITY AND INFLUENCER PROGRAM

With the guidance of council district offices, we selected community people to tell their personal COVID-19 and Vaccine stories with a focus on multi-generational. Key for the campaign was **authenticity and vaccine awareness. We are Tracking engagement including impressions, likes, comments, and shares** of COVID-19 campaign related content created by the target influencers

COMMUNITY LEADERS

Reverend Patrick Jones

[LINK TO VIDEO HERE](#)

Baptist Ministers Union

District 2

- As a highly respected member of his community and a member of the Baptist Ministers Union, Reverend Patrick Jones has most recently been working to make the COVID-19 vaccine more accessible to Black and Latino residents of District 2 by creating pop-up events at churches around the community.



Petra Mata

Fuerza Unida

District 3

- Petra Mata is considered a pillar and healer of our local social justice movements. She has coordinated El Hilo de la Justicia and spoken at countless local rallies and demonstrations. As a co-founder of Fuerza Unida she works to empower women workers and their families to achieve social, economic and environmental justice through education, organizing and advocacy.



Jesus Rendon

Quintana Community Neighborhood Association

District 4

- Jesus Rendon was born and raised in South Side San Antonio. As a graduate of UT Austin, he now aids in various community projects and sits on the board of the Quintana Community Neighborhood Association which serves to make the community a safer and better place to live.



COMMUNITY LEADERS

[Belinda Menchaca](#)

Guadalupe Cultural Art
District 5

- Belinda is the founder and Director of Education at the Guadalupe Cultural Art Center. Over the years Menchaca has developed successful outreach programs, which provide educational lecture demonstrations for elementary, middle and high school students. A native of San Antonio, Belinda graduated from Trinity University in 1984 where she earned a Bachelor of Arts degree with a major in Journalism.



[Gloria Rodriguez](#)

Board Member
District 7

- Gloria Rodriguez is the founder and former CEO of AVANCE which was recognized nationally as a model for parent education and family support. She now serves as an elected board member of District 7. She continues to work in various philanthropic and civic organizations on issues related to children, families, and women.



[Father David Garcia](#)

[LINK TO VIDEO HERE](#) - English

[LINK TO VIDEO HERE](#) - Spanish

- Father David Garcia is a retired priest from the Archdiocese of San Antonio, Texas, where he served for 44 years. He served as pastor for several parishes in San Antonio, including the historic Mission Concepción. He also served as Senior Advisor for Clergy Outreach at Catholic Relief Services and the official international humanitarian.



SOCIAL MEDIA INFLUENCER POSTING

Instagram

[@puopinchesa](#)

Lifestyle Blogger posting about getting vaccinated

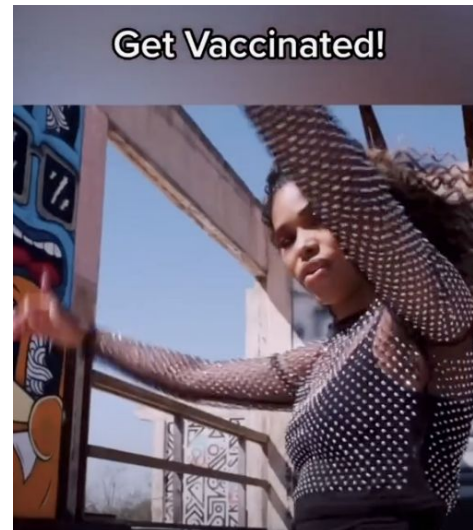
- 22.7k followers
- 467 Likes
- 29 Comments
- [Post Here](#)



TikTok

[@simplyrayneofficial](#)

- 1.5M followers
- 2,572 Views
- 598 Likes
- 22 Comments
- 2 Shares
- [Post Here](#)



Instagram

[@simplyrayneofficial](#)

Very popular among millennials

- 27.8k followers
- May Post Date



Instagram

[@lovemore_liveblessed](#)

Southside Lifestyle Blogger /

Multigenerational Post

- 17.6k followers
- June Post Date



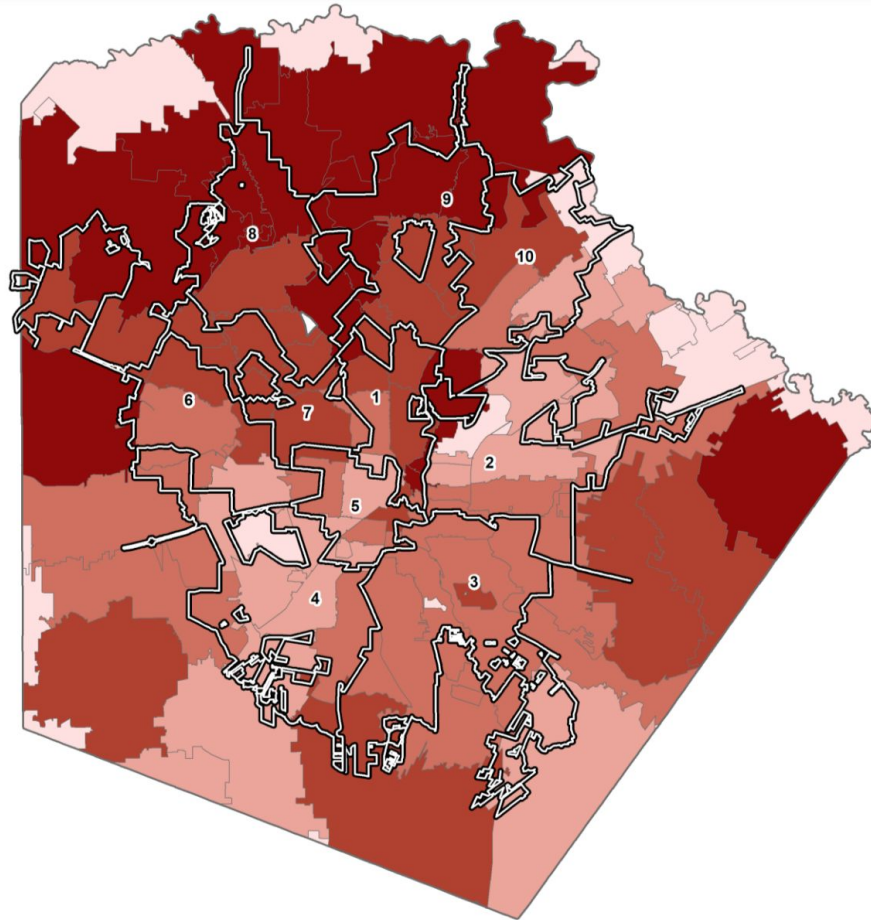
TARGETED GRASSROOTS PROGRAM

GRASSROOTS OVERVIEW

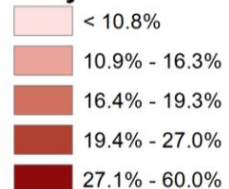
OVERVIEW

Launch a **“go to them”** approach to reach residents in D 2, 3, 4, 5 and 7 to address the **digital divide**.. Through planning with community partners and an on the ground **highly targeted** grassroots approach **together** we can reach San Antonio's most vulnerable communities..

- **Targeted Grassroots Program**
 - Community Neighborhood Voices
 - Strategic Partnerships
 - Paletas in the Park/Plaza
 - Places of Faith Program
 - Community Mural Program
- **Leverage existing resources by COSA Departments**



Percent of Bexar County Residents 16+ Fully Vaccinated



NEIGHBORHOOD VOICES

Neighbors Program

- Worked with council offices to identify individuals in their districts who can serve as ambassadors. The goal is for neighbors to use their voices serve to **share vaccine information with their fellow neighbors**
- Invite up to 50 Neighbors who are influencers and community leaders to be part of the program.
- Each Neighbor will receive a **"Neighbor Toolkit"** that includes a Metro Health bag, t-shirt, flyers, packaged masks, hand sanitizer, a yard sign and the Community Digital Toolkit
- Neighbors will also be asked to share with their HOA or on social media why they're getting the vaccine with a photo or video.



Text "VACCINE"
to 55000 for alerts

STRATEGIC PARTNERSHIPS

School District Partnerships

- Work directly with school districts and “family engagement” teams to reach **thousands of families** in targeted Council Districts to distribute vaccine campaign information.
- Edgewood ISD, Harlandale ISD, San Antonio ISD, South San ISD

Community Partners & Nonprofit Outreach

- Coordinate poster and flyer delivery
- Distribute COSA Community/Media Digital toolkit and campaign materials for newsletters, social media, and other digital engagements.

Organizations: Pre K 4 SA, Head Start, SAGE, SAHA, Boys & Girls Club, Girl Scouts, Esperanza Center, Disability San Antonio, YWCA, SA Food Bank, Good Samaritan, Family Service Association, Family Violence Prevention Services, Martinez Street Women's Center, SA Chamber of Commerce, LGBT Chamber of Commerce, SAWS, VIA, CPS Energy, Brooks, Pica Pica Plaza, Traders Village



PALETAS IN THE PARK/PLAZA POP-UP SCHEDULE



DATE	DISTRICT	PARK/PLAZA
April 24 12:00-2:00 pm	District 4	Pearsall Park
May 1 12:00-2:00 pm	District 3	Southside Lions Park
May 8 12:00-2:00 pm	District 2	Martin Luther King Park
May 15 5:00-7:00 pm	District 3	Marquee Plaza Outdoor Family Movie Series
June 5 12:00-2:00 pm	District 5	Elmendorf Park
June 12 12:00-2:00 pm	District 7	Woodlawn
June 19 12:00-2:00 pm	District 1	Market Square - FIESTA

Schedule as of 4/16/21. Dates/locations subject to change.

PLACES OF FAITH

- Three month partnership with Catholic TV with potential reach of **432,864 households and 1.5 million** viewers.

Partnership includes:

- **English/Spanish** TV ads
- community leaders videos
- Two eblasts to all parishes
- monthly social media posts
- in-studio interviews
- .
- Delivered **4,000 flyers** to churches in Districts 2, 3, 4, 5, and 7 during **Holy Week** prior to Easter holiday
- **Placed ad in program for** Baptist Ministers Union, **City Wide Revival** event on April 6 and 7 with a reach of over 100 organizations
- Identifying additional religious leaders to record community videos and run on TVSA and social



COMMUNITY MURAL PROGRAM

Create murals in key districts with a focus on people getting vaccinated while still wearing a mask

- Murals will go up in D2, D3, D4, D5, D7
 - o Partner with Smartart.org to work with community artists to create murals
 - o Work Closely with each council office to identify a small business or a possible location (like tienditas/food marts) in the heart of each district
 - o Document the painting and the installation through each council office
- D5 / Alex Rubio (South Flores)
- D2 / Kaldric Dow (East Houston)
- D4 / Jerry Garcia (SW Military)
- D3 / Ana Hernandez (Hicks Ave)
- D7 / Kim Bishop - Reviewing Location



Internal Coordination with COSA Departments

Work directly with COSA Departments to **leverage available resources** in target districts. All campaign materials will be provided in English and Spanish.

Metro Health

- **Bilingual Door Hangers** distributed to 50K or less HHI
- Por Vida Program

Parks and Recreation

- **500 yard signs** placed in over 225 City parks
- **Posters** in facilities

Airport

- Graphics – airport monitors
- Music jingles played over **audio system**

City Libraries

- Graphics – library monitors
- Flyers distributed with **book check**

GPA

- Develop [Community/Media Toolkit](#) with links to campaign music videos, audio files, printed materials, digital graphics, and templates for organizations to easily share with members.
- Email to **300+** HOAs
- **Targeted** NextDoor posts
- Rotated videos to play on **TVSA**
- Graphics on **7 digital kiosks**
- Graphic on **Alamodome Marquee**

Other

- E-blasts to over **1,500 places of worship** by the COSA Faith Based Liaison
- Email from Metro Health Equity Officer to **85 organizations** on distribution list
- Distribute materials at special events



HOW DO WE MEASURE SUCCESS?

Left Brain Right Brain and Team identified **Siteimprove** to better track and manage **metrics** and **KPIs** (key performance indicators) for the digital ad buying and the grassroots program. It will help us gain further insight into the campaign performance.

- **Siteimprove** will create campaign specific URLs to attach to each of the campaigns so that we can track activity when the add is clicked
- **Siteimprove data** will be utilized alongside data from Google Analytics, Google, Facebook, Instagram, and YouTube.
- **Dedicated URLs and matching QR codes** are used on all printed materials (yard signs, door hangers, flyers, and posters) and will help track the grassroots campaign.
- **Siteimprove will capture engagement metrics** on advertising, email, and print to show how and where people are engaging with our ads.



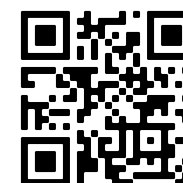
Facebook Analytics



Siteimprove



Google Analytics



You Tube Analytics