

Maryland Public Television

Situation Maryland Public Television (MPT) was seeking a partner for a statewide geo-targeting digital marketing campaign for three different public service initiatives in support of the Maryland State Advertising Agency (MSAA), a division of MPT, and its *Before it's too late* campaign.

The campaign, which focused on Fentanyl, Anti-Stigma and Naloxone, among other prevention and recovery topics, launched October 2020 and ran for a total of 60 consecutive calendar days with a 20-day push for each of the three initiatives. Geo-targeting efforts targeted the entire state of Maryland, segmented into two groups to align with the campaign's traditional media buy.

Retired Ravens' offensive tackle and Hall of Famer Jonathan Ogden was featured on the creative to resonate with the target audience and help bring attention to the importance of Fentanyl, Anti-Stigma, and Naloxone.

Solution Channel relied on its expertise and long track record of digital and social creative advertising and media buying to distribute and deliver targeted ads across desktop, tablet, and mobile devices. Animated (GIF) ads were deployed in two strategic forms: (1) targeted display, which ran across a series of vetted network sites and (2) curated audiences, which geo-fences the audience's home and targets only those devices within. With the Anti-Stigma campaign, that carried a target audience of ages 15+, Channel ran Snapchat ads to help boost engagement across all mediums.

It was these mentioned tactics that the Channel team relied on to generate maximum impressions and click-throughs to the campaign site while minimizing the number of repeats.

Results Channel successfully delivered over 23,500,000 impressions, exceeding the high-end of all projected impressions by more than 20%. With general awareness being the key marker for all three campaign's success, Channel surpassed all expectations, which led to many praises from the MSAA/MPT teams.

In early 2021, MPT connected with Channel to continue its valued partnership.

***Before It's Too Late* Campaign Reporting:**
Fentanyl, Anti-Stigma, Naloxone
October - December 2020



Prepared by Channel Communications

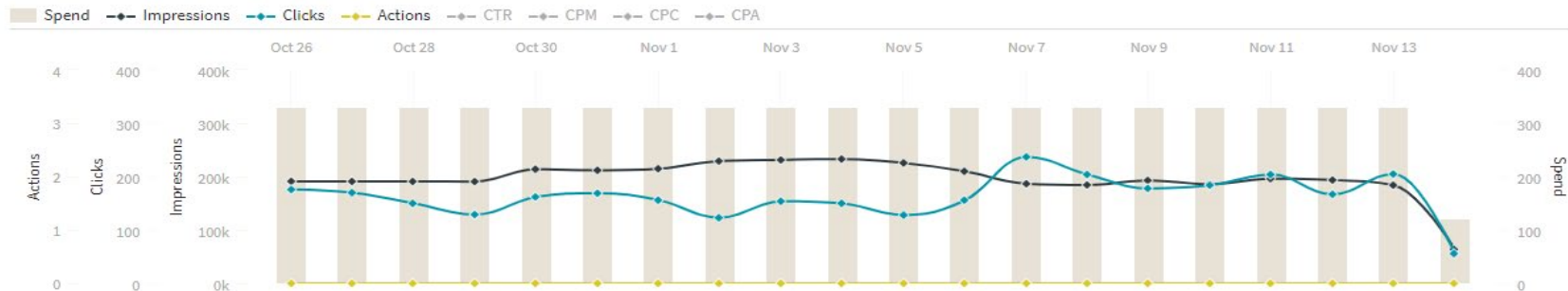
Fentanyl Targeted Display Campaign 1

Date Range	Ad Size	Impressions	Clicks	CTR
Oct. 26 - Nov. 14, 2020	300x50	816,870	515	0.06%
	300x250	1,753,543	1,138	0.06%
	160x600	152,762	62	0.04%
	336x280	13,232	17	0.13%
	728x90	1,187,392	1,526	0.13%
Total		3,923,799	3,258	0.08%

***Targeted Display:** the overarching term used for our display ad solutions.

The entire geographic area, in this case by county, is targeted within the demographic parameters (ages 15+).

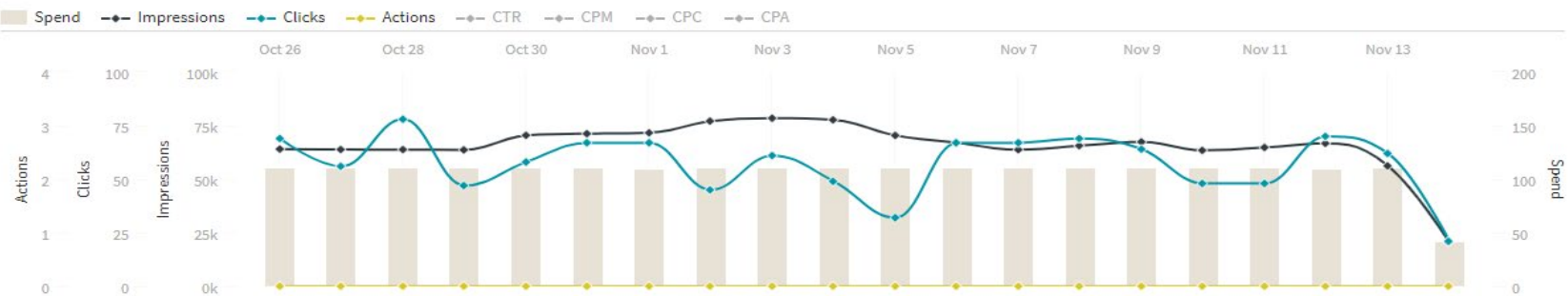
Area Targeting: Allegany, Garrett, Washington, Frederick, Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester.



Fentanyl Targeted Display Campaign 2

Date Range	Ad Size	Impressions	Clicks	CTR
Oct. 26 - Nov. 14, 2020	300x50	248,302	161	0.06%
	300x250	512,187	282	0.06%
	160x600	70,006	45	0.06%
	336x280	4,548	4	0.09%
	728x90	472,776	653	0.14%
Total		1,307,819	1,145	0.09%

Area Targeting: Anne Arundel, Baltimore City & County, Calvert, Carroll, Charles, Harford, Howard, Montgomery, Prince George's, St. Mary's.



Fentanyl Curated Audience Campaign 1

Date Range	Ad Size	Impressions	Clicks	CTR
Oct. 26 - Nov. 14, 2020	300x50	432,911	267	0.06%
	300x250	1,023,133	358	0.03%
	160x600	121,169	9	0.01%
	728x90	975,483	926	0.09%
Total		2,552,696	1,560	0.06%

*Curated Audiences: geo-fences the audience's home and targets only those devices within.

Area Targeting: Allegany, Garrett, Washington, Frederick, Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester.



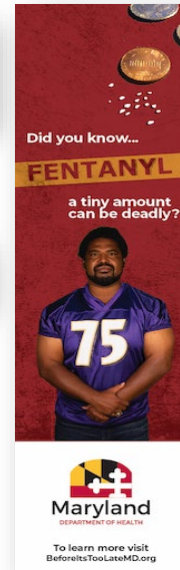
728x90



300x250



300x50



160x600

Fentanyl Curated Audience Campaign 2

Date Range	Ad Size	Impressions	Clicks	CTR
Oct. 26 - Nov. 14, 2020	300x50	102,795	60	0.06%
	300x250	352,812	107	0.03%
	160x600	49,124	9	0.02%
	728x90	348,253	391	0.11%
Total		852,984	567	0.07%

Area Targeting: Anne Arundel, Baltimore City & County, Calvert, Carroll, Charles, Harford, Howard, Montgomery, Prince George's, St. Mary's.

Anti-Stigma Targeted Display Campaign 1

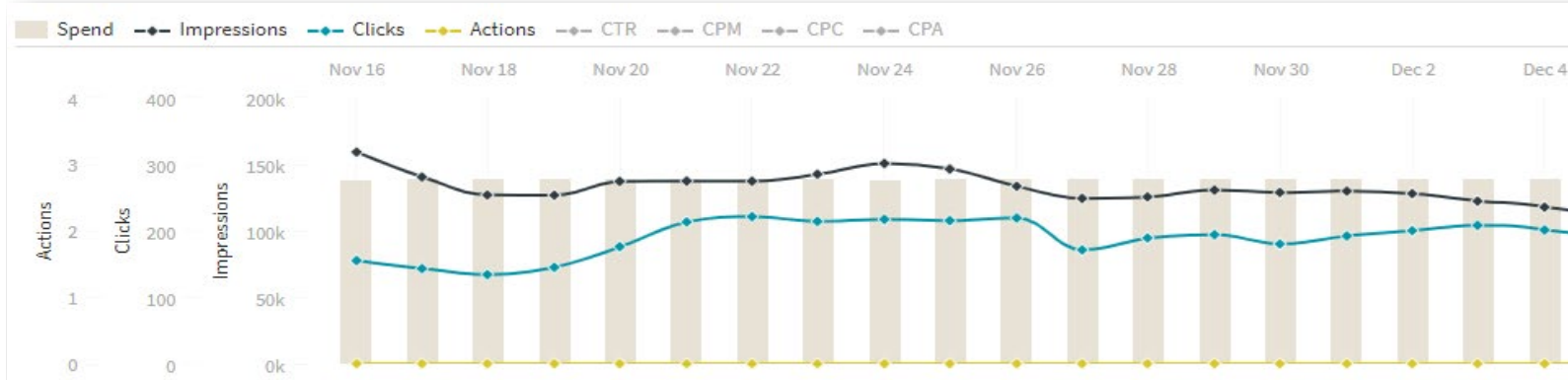
Date Range	Ad Size	Impressions	Clicks	CTR
Nov. 15 - Dec. 4, 2020	160x600	178,453	68	0.04%
	336x280	148,551	144	0.10%
	728x90	2,333,095	3,522	0.15%
Total		2,660,099	3,734	0.14%

75% of media budget

Area Targeting: Allegany, Garrett, Washington, Frederick, Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester.

*Targeted Display: the overarching term used for our display ad solutions.

Within targeted display are additional tactics to choose.

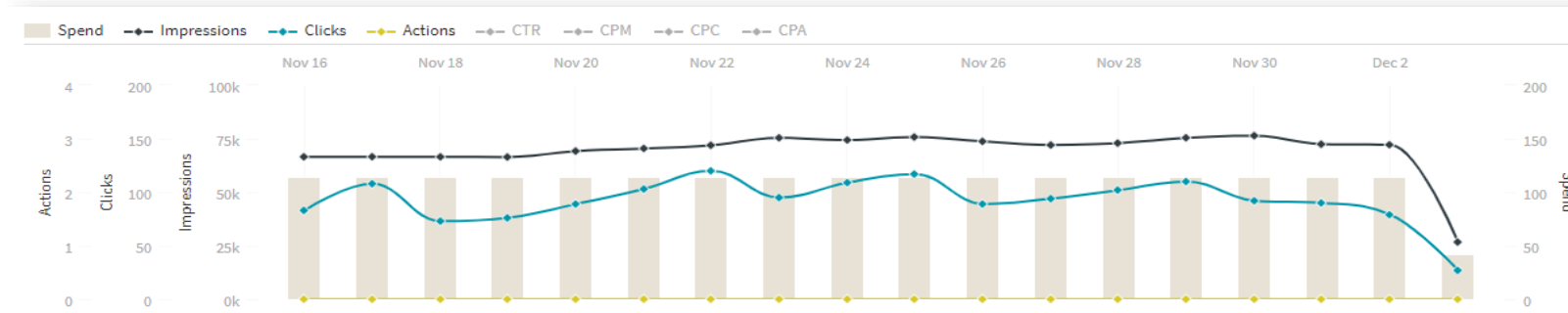


Anti-Stigma Targeted Display Campaign 2

Date Range	Ad Size	Impressions	Clicks	CTR
Nov. 15 - Dec. 4, 2020	160x600	81,175	23	0.03%
	336x280	78,907	70	0.09%
	728x90	1,085,379	1,563	0.14%
Total		1,245,461	1,656	0.13%

25% of media budget

Area Targeting: Anne Arundel, Baltimore City & County, Calvert, Carroll, Charles, Harford, Howard, Montgomery County, Prince George's, St. Mary's.



Anti-Stigma Curated Audience Campaign 1

Date Range	Ad Size	Impressions	Clicks	CTR
Nov. 15 - Dec. 4, 2020	300x50	203,677	152	0.07%
	300x250	864,706	452	0.05%
	160x600	90,716	16	0.02%
	336x280	57,978	47	0.08%
	728x90	721,859	943	0.13%
Total		1,938,936	1,610	0.08%

75% of media budget

Area Targeting: Allegany, Garrett, Washington, Frederick, Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester.

728x90

300x250

300x50

160x600

Anti-Stigma Curated Audience Campaign 2

Date Range	Ad Size	Impressions	Clicks	CTR
Nov. 15 - Dec. 4, 2020	300x50	65,707	52	0.08%
	300x250	233,719	188	0.08%
	160x600	6,382	7	0.11%
	336x280	28,315	33	0.12%
	728x90	474,817	813	0.17%
Total		808,940	1,093	0.14%

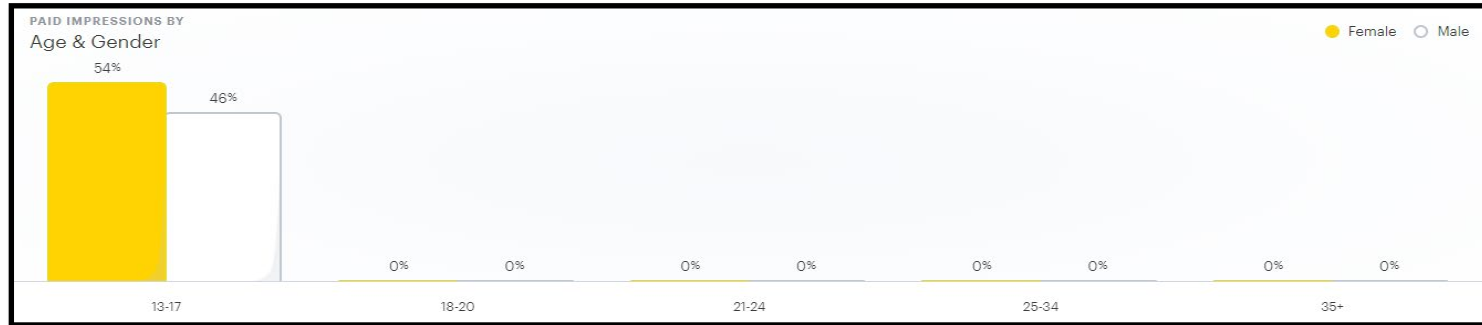
25% of media budget

Area Targeting: Anne Arundel, Baltimore City & County, Calvert, Carroll, Charles, Harford, Howard, Montgomery County, Prince George's, St. Mary's.

*Curated audiences: geofences the audience's home and targets only those devices within.

Anti-Stigma Snapchat Ad - Impressions View

Date Range	Impressions	Reach	Frequency	Swipe Ups	Swipe Up Rate
Nov. 15 - Dec. 4, 2020	1,226,238	643,382	1.91	7,179	59%



PAID IMPRESSIONS BY SNAPCHAT LIFESTYLE CATEGORY

	High Schoolers	98%
1,204,608 Paid Impressions		
	Sports Fans	98%
1,202,520 Paid Impressions		
	Fun Trivia & Quiz Fanatics	71%
871,402 Paid Impressions		
	Meme Watchers	63%
775,672 Paid Impressions		
	Basketball Fans	62%
755,150 Paid Impressions		
	Beauty Mavens	61%
751,479 Paid Impressions		
	Music Fans	60%
737,265 Paid Impressions		
	American Football Fans	59%
721,431 Paid Impressions		
	Foodies	57%
703,259 Paid Impressions		

Before It's Too Late
Let's Tackle Stigma

ADDITION

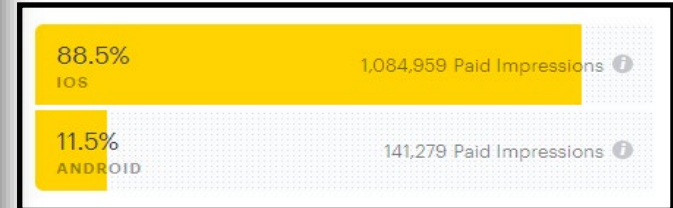
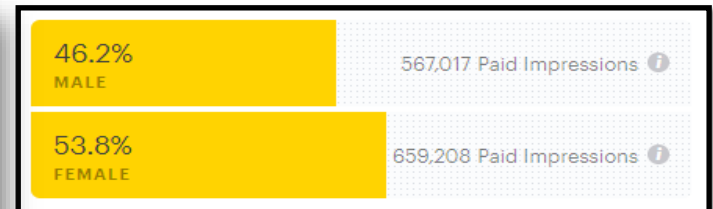
LET'S TACKLE STIGMA.
TEAM UP MARYLAND.

To learn more, visit
BeforeItsTooLateMD.org

Addiction is a disease
but there is hope.

More

Ad

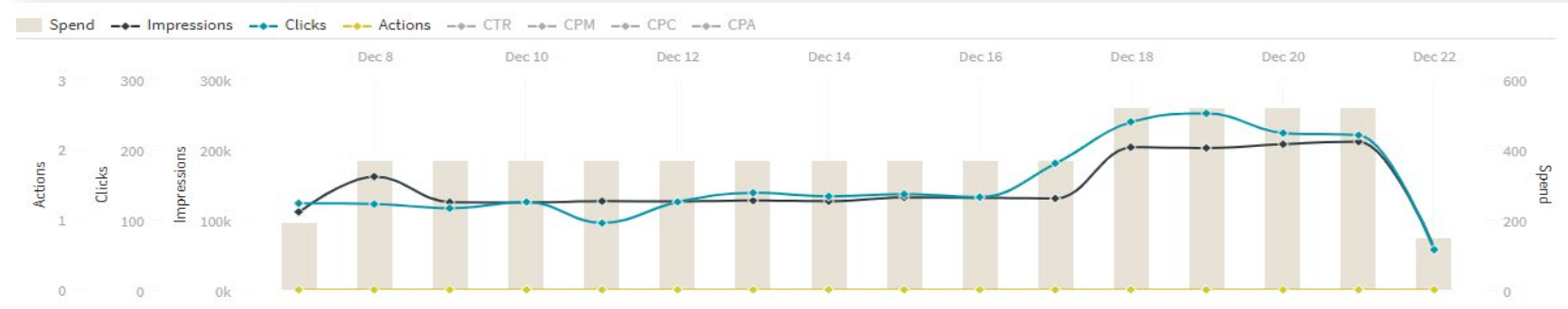


Naloxone Targeted Display Campaign 1

Date Range	Ad Size	Impressions	Clicks	CTR
Dec. 5 - Dec. 24, 2020	300x50	460,751	370	0.08%
	300x250	1,101,589	850	0.08%
	160x600	171,173	68	0.04%
	728x90	1,230,300	1,832	0.15%
Total		2,963,813	3,120	0.11%

75% of media budget

Area Targeting: Allegany, Garrett, Washington, Frederick, Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester.



Naloxone Targeted Display Campaign 2

Date Range	Ad Size	Impressions	Clicks	CTR
Dec. 5 - Dec. 24, 2020	300x50	221,629	152	0.07%
	300x250	519,324	385	0.07%
	160x600	88,202	51	0.06%
	728x90	680,509	937	0.14%
Total		1,509,664	1,525	0.10%

25% of media budget

Area Targeting: Anne Arundel, Baltimore City & County, Calvert, Carroll, Charles, Harford, Howard, Montgomery County, Prince George's, St. Mary's.



*Tageted Display: the overarching term used for our display ad solutions.

Within targeted display are additional tactics to choose.

Naloxone Curated Audience Campaign 1

Date Range	Ad Size	Impressions	Clicks	CTR
Dec. 5 - Dec. 24, 2020	300x50	426,614	245	0.06%
	300x250	750,179	481	0.06%
	160x600	85,088	32	0.04%
	728x90	655,917	608	0.09%
Total		1,917,798	1,366	0.07%

75% of media budget

Area Targeting: Allegany, Garrett, Washington, Frederick, Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester.



728x90



300x250



*Curated audiences: geofences the audience's home and targets only those devices within.



300x50



160x600

Naloxone Curated Audience Campaign 2

Date Range	Ad Size	Impressions	Clicks	CTR
Dec. 5 - Dec. 24, 2020	300x50	62,553	45	0.07%
	300x250	297,091	178	0.06%
	160x600	40,551	15	0.04%
	728x90	233,657	256	0.11%
Total		633,852	494	0.08%

25% of media budget

Area Targeting: Anne Arundel, Baltimore City & County, Calvert, Carroll, Charles, Harford, Howard, Montgomery County, Prince George's, St. Mary's.