

# **NUECES HEALTH REGION COVID-19 PUBLIC HEALTH MESSAGING**

**September 25, 2020**



# NUECES HEALTH REGION PUBLIC HEALTH MESSAGING REQUIREMENTS



## OPTION 1: ESTIMATED DURATION 8 WEEKS

- Deliver an effective **communications & media strategy** to include:
  - Messaging prioritization workshop
  - Audience prioritization (up to 3 priority segments), and key messaging development mapped to audiences
  - Digital Media strategy (channel, audience targeting, and media plan)
  - Development of creative briefs
  - Management of in-market calendar and reporting
  - Week 10 wrap and reporting on analytics, insights, and handoff
- **Creative development** of up to 40 pieces of content total, including up to 15 translated to Spanish
  - Up to 25 pieces of social content (paid or owned)
  - 2-4 flyers
  - Website copy for 1 page
  - Up to 5 search copy
- **Digital media execution** to manage media plan, includes setting up campaigns, monitoring performance for real-time optimization, and analytics. *Includes pass-thru expense for advertising buy*

## ← 8-Week Estimates Include:

- Translation fees if any
- Imagery for creative content (stock, created, custom)
- Include pass-through advertising budget for digital channels only such as Facebook, Instagram, and Twitter.
- Media in market week 3 and wrap up in week 7 for wrap up reporting and insights
- Creative does not include animation or video production

## Option 2: Full Strategy & Creative Quick Start Option

Estimated duration 4 weeks

*Includes communications & media strategy with creative development of up to 15 pieces (i.e. social, flyers, web copy, influencer scripts, and translation to Spanish)*

# PUBLIC HEALTH MESSAGING OPTIONAL ADD-ONS

## Additional Optional Add-Ons

### Local Media Support

- Create messages and support media relations for Annette Rodriguez, Nueces County Public Health Director
- Local news briefings for Annette Rodriguez with content strategy
- Assistance with Public Health Department Coronavirus Press Conference content

### Sentiment Analysis Platform

Monthly fee for use of a Sentiment Analysis tool

### Sentiment Analysis Mgt & Insights

- Configuration, Management & Insights for localized COVID-19 tracking
- Identify expertise on COVID Sentiment Analysis

### Video Production

Up to 5 short form animated videos