The role of a channel plan

Identify key vehicles and the best approach to capture the audience’s attention across paid, owned and earned channels.
Data sources and definitions

**Data in this plan is drawn from MRI and ComScore.**

**MRI** (Media Resource International) is a large, syndicated data source which uses survey data to capture demographic, psychographic and media insights among 52,000 respondents per year.

**ComScore** is a large, syndicated data source which captures digital analytics across all websites as well key demographic and psychographic data.

**Target audience profile:**

- Parents of kids ages 5-11
- Pacific region
- An annual household income of less than $50k
- Consumes Spanish-language media (for Spanish-speaking parents only)
Target Audience
Primary Audience: Parents of Elementary Aged Students (K-5)

Multi-cultural (index 333)
Family is top priority (index 115)
Religious/spiritual (index 120)
Unemployed (index 120)
Occupation - manual labor (index 193)
Never married/ Single (index 142)
Preserves cultural traditions (index 148)

Note: Any index score of 115+ is considered to be significantly higher than the average across the general adult US population. Any score less than 85 is considered significantly lower.

Source: ComScore 2015
General Use of Media
Media time is mostly comparable with the general population of adults.

Source: MRI, Doublebase 2015
Mobile use is very high and the majority of parents own a smartphone

- **Has a Cell Phone**
  - 98% of parents

- **Cell Phone Only (no landline)**
  - 60% of English-speaking parents
  - 54% of Spanish-speaking parents

- **Has a smartphone**
  - 69% of English-speaking parents
  - 75% of Spanish-speaking parents

- **Has a tablet**
  - 31% of English-speaking parents
  - 35% of Spanish-speaking parents

Source: MRI, Doublebase 2015
Parents are more likely to text than send emails on their mobile device.

### Activities on mobile device:

<table>
<thead>
<tr>
<th>Activity</th>
<th>English-speaking parents</th>
<th>Spanish-speaking parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Made or received phone calls</td>
<td>90%</td>
<td>91%</td>
</tr>
<tr>
<td>Sent or received text messages</td>
<td>78%</td>
<td>80%</td>
</tr>
<tr>
<td>Sent or received email</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>Took a picture</td>
<td>65%</td>
<td>70%</td>
</tr>
<tr>
<td>Recorded a video</td>
<td>30%</td>
<td>38%</td>
</tr>
<tr>
<td>Played music</td>
<td>47%</td>
<td>54%</td>
</tr>
<tr>
<td>Played a game</td>
<td>35%</td>
<td>32%</td>
</tr>
<tr>
<td>Used a mobile &quot;App&quot;</td>
<td>33%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Source: MRI, Doublebase 2015
### Internet use is high and most access it via their phone

<table>
<thead>
<tr>
<th>Access at home</th>
<th>Parents who use the internet regularly 78%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accessed via:</strong></td>
<td><strong>English-speaking parents</strong></td>
</tr>
<tr>
<td>Cellphone/Smartphone</td>
<td>67%</td>
</tr>
<tr>
<td>Any Computer</td>
<td>48%</td>
</tr>
<tr>
<td>iPad/Tablet</td>
<td>27%</td>
</tr>
</tbody>
</table>

Note: 75% of parents have broadband or high speed internet

Source: MRI, Doublebase 2015
### Internet activities mostly include email/IM, news, shopping & games

<table>
<thead>
<tr>
<th>Internet activities</th>
<th>English-speaking parents</th>
<th>Spanish-speaking parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used email</td>
<td>54%</td>
<td>53%</td>
</tr>
<tr>
<td>Used instant messenger</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td>Listened to radio</td>
<td>31%</td>
<td>28%</td>
</tr>
<tr>
<td>Played games online</td>
<td>28%</td>
<td>22%</td>
</tr>
<tr>
<td>Obtained the latest news</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>Made a purchase</td>
<td>26%</td>
<td>33%</td>
</tr>
<tr>
<td>Obtained sports information</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>Obtained financial information</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Obtained medical information</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Looked for employment</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Booked travel</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Visited online blogs</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Obtained childcare/parenting information</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: MRI, Doublebase 2015
Preferred TV Networks

Source: ComScore 2015
Radio Formats

Mexican/Tejano/Ranchera
Spanish
Hispanic
Rhythmic
Ethnic
Adult Hits
Contemporary Hits
Religion/Christian
Urban Hits

Listens in the car
70% of parents

Listens at home
30% of parents

Source: ComScore 2015
Websites visited in last 30 days

**English-speaking parents**

**Games**
- dailymotion
- zynga
- GSN

**News and Email**
- msn
- AOL
- CNN

**Local news and info**
- The Sacramento Bee
- The Modesto Bee
- The Fresno Bee

**Social Media**
- Twitter
- Facebook
- YouTube
- Yelp

**Spanish-speaking parents**

**National News and Email**
- msn
- CNN
- Y!
- UNIVISION
- ABC.es

**Foreign News**
- Listín Diario
- EL MUNDO
- EL PAÍS

**Local News**
- The Fresno Bee

Source: ComScore 2015
## Sites visited (past 30 days)

<table>
<thead>
<tr>
<th>Sites visited</th>
<th>English-speaking parents</th>
<th>Spanish-speaking parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any social network/photos/video site</td>
<td>71%</td>
<td>70%</td>
</tr>
<tr>
<td>Facebook</td>
<td>57%</td>
<td>58%</td>
</tr>
<tr>
<td>YouTube</td>
<td>50%</td>
<td>47%</td>
</tr>
<tr>
<td>Google+</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Twitter</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Yelp</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

## Activities

<table>
<thead>
<tr>
<th>Activities</th>
<th>English-speaking parents</th>
<th>Spanish-speaking parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watched a video</td>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td>Post pictures</td>
<td>40%</td>
<td>39%</td>
</tr>
<tr>
<td>Visit a friends page</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>Comment on a friend’s post</td>
<td>36%</td>
<td>34%</td>
</tr>
<tr>
<td>Sent a message/e-mail</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>“Like” something</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Update your status</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>Play a game</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Update your profile</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>Post video</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Use IM</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>“Follow”/become a “fan”</td>
<td>9%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: MRI, Doublebase 2015
### Average Weekday Transportation

<table>
<thead>
<tr>
<th>Mode</th>
<th>Low Income Parents %</th>
<th>General Population %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving (not in a carpool)</td>
<td>47</td>
<td>&lt; 64</td>
</tr>
<tr>
<td>Walking</td>
<td>23</td>
<td>&gt; 19</td>
</tr>
<tr>
<td>Bus</td>
<td>7</td>
<td>&gt; 4</td>
</tr>
<tr>
<td>Driving in a carpool</td>
<td>7</td>
<td>&gt; 4</td>
</tr>
<tr>
<td>Bicycle</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Subway/Metro</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Train</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: MRI, Doublebase 2015
Media channels that best reach the target audience

1. Mobile marketing/communications
2. Out of Home (Bus Shelters and Public Transportation)
3. Social Media channels
4. Websites (providing news, entertainment and games)
5. TV (family, entertainment, multicultural and Spanish-language)
6. Radio (Spanish/Hispanic, Urban, Religious, Contemporary Hits)
Communication
Goals & Channel Plan
Approach

Strategic Idea

Every Absence Matters

Communications Goals

Raise awareness:
Just 2 days per month (even in elementary school) can allow your child to fall behind

Inspire action:
Track absences and make sure they do not miss too many days of school
Approach

**Every Absence Matters**

**Strategic Idea**
- Raise awareness: Too many absences (even in grades K-5) can allow them to fall behind
- Inspire action: Track absences and make sure they do not miss too many days of school

**Communications Goals**
- Raise awareness:
  - Too many absences (even in grades K-5) can allow them to fall behind
- Inspire action:
  - Track absences and make sure they do not miss too many days of school

**Level of Focus**
- Broad: National State District
- Targeted: Individual School

**Communications Focus**
- Just 2 days missed per month can threaten their educational foundation which is critical to their success
- Keep track of your child’s attendance and
  - Seek resources to help avoid absences

**Recommended Channels**
- TV, OOH, Print, Brochures, Website, Social Media, Direct mail, Events, Newsletters, Mobile/text, Teachers’ class communications
- Influencers:
  - Teachers, school admin/guidance counselors, parent conferences, individualized letters, text messages
Leveraging all media channels

**Mobile**
Text-based messages
Opt-in mobile program

**Direct**
E-mail
District newsletter

**Out of Home**
Bus Kiosks
Public Transportation

**Digital**
Social Media
Internet: Online video, gaming, news, entertainment, parenting

**TV**
Family programming
Multi-cultural
Spanish-language

**Radio**
Spanish/Hispanic
Religious
Urban

- Individualized
- Reliable
- Flexible
- Drives engagement
- Opt in/opt out

- Individualized
- Reliable
- Drives awareness & education

- Localized
- Drives awareness & education

- Sharable
- Individualized
- Drives awareness
- Drives engagement
- Drives to website
- Searchable

- Drives awareness & education

- Drives awareness & education

- Localized
A Role for All Media Channels in Changing Behavior

Build Awareness

Shift Attitudes

Shift Behaviors
Leveraging Key Influencers for Parents

Who:
- Child’s Teacher
- School Principal/Vice Principal
- Guidance Counselor
- Peers/Other parents
- Family
- District Admin
- Courts/Legal

Why: Reliable, Believable, Individualized, Drives awareness & education

Source: Ad Council qualitative research project on CA Attendance (May 2015) and the follow-up quantitative validation survey and concept test (August 2015)
# How to leverage key influencers: Teachers

<table>
<thead>
<tr>
<th>Channel:</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Communications, District Communications, Teacher Blogs, Curriculum Websites, Professional, Development Events, Flyers/Brochures</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ask to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Remind parents that even in elementary school, missing just 2 days per month can cause your child to fall behind.</td>
</tr>
<tr>
<td>• When possible, connect missed opportunity to learn with specific class curriculum/content.</td>
</tr>
<tr>
<td>• Point parents into the direction of resources which can help them keep track of and limit absences</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tone:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be: Supportive, helpful, empathetic</td>
</tr>
<tr>
<td>Avoid: Compliance and fear based tactics/messages</td>
</tr>
</tbody>
</table>
Thank you