

Marketing Contracts Option Year Awards

MHBE Board Meeting
April 17, 2023

Betsy Plunkett, Director, Marketing & Web Strategies
Shirelle Green, Procurement Officer

1. Communications & Marketing Services Contract

MHBE contracts with **GMMB** for full-service communications and marketing, including:

- Marketing & Communications Strategy Support
- Advertising Creative Services
- Media Planning & Buying
- Online Marketing & Digital Design
- Social Media
- Outreach & Education
- Collateral Development
- User Experience Testing/Web Design Support

Creative Execution

Based on research, GMMB developed the creative concept “Unexpected,” focusing on the humorous and relatable left hooks that life can throw our way to remind Marylanders of the value of maintaining health insurance. This concept appeared across paid advertising placements and organic social media.



Display



Paid social



Print



Television

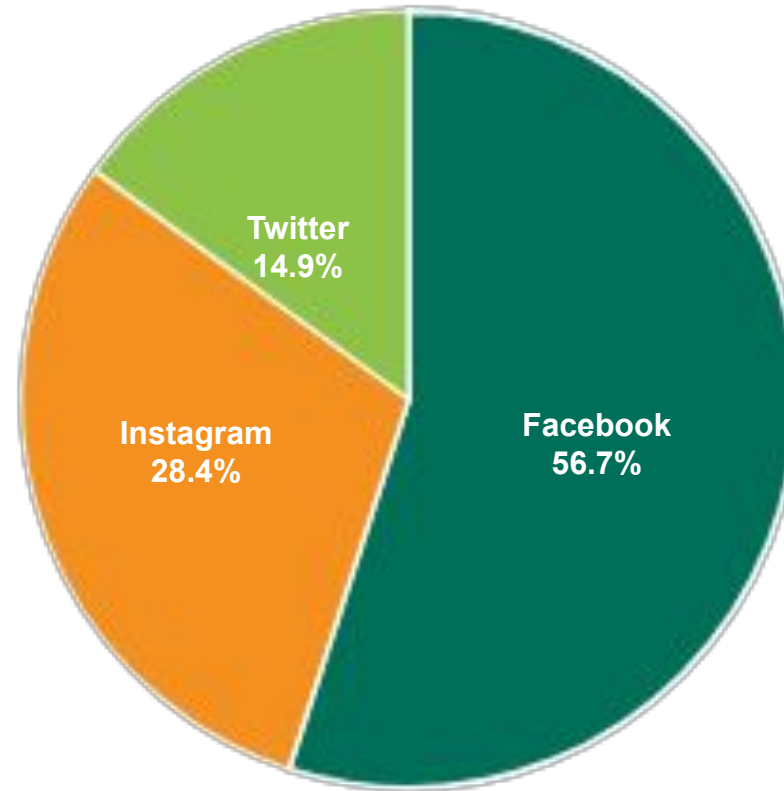
Media Placement Highlights

Traditional	
Television	World Cup package on Telemundo featuring Gol creative, programming during Ravens games
Out-of-Home	Partnership with Simons Malls during holiday shopping season, gym TV, pharmacies, doctors offices
Radio	Placements in Spanish-language, Black and rural stations; Facebook Live integrations
Digital	
Display	Placements with Urban One, H Code, digital radio including Pandora and Spotify, video content on Hulu and YouTube
Social	Placements on TikTok, Facebook, Instagram
Print	Placements in community-based outlets including Spanish-language and Black newspapers

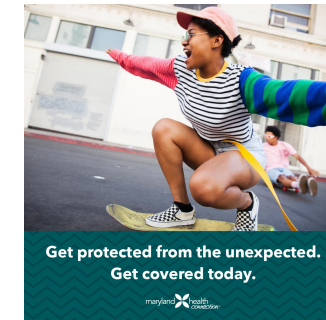
Social Media Highlights

We shared ready-made social media content on Social Press Kit.

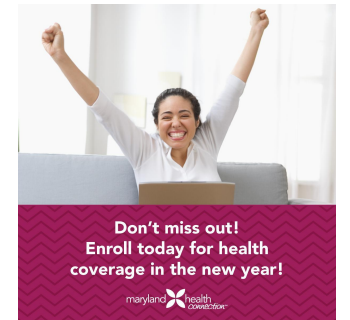
Downloads by Platform



Top Performing Content



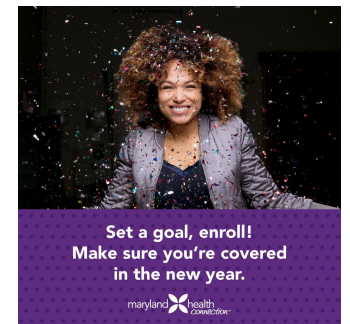
Facebook (ENG)



Facebook (ENG)



Facebook (SP)
Instagram (ENG)



Facebook (ENG)
Instagram (ENG)

Collateral Highlights

We coupled informational pieces such as palm cards with attention-grabbing materials like calendars to draw people in at events. Materials were developed in multiple languages including new videos in American Sign Language.



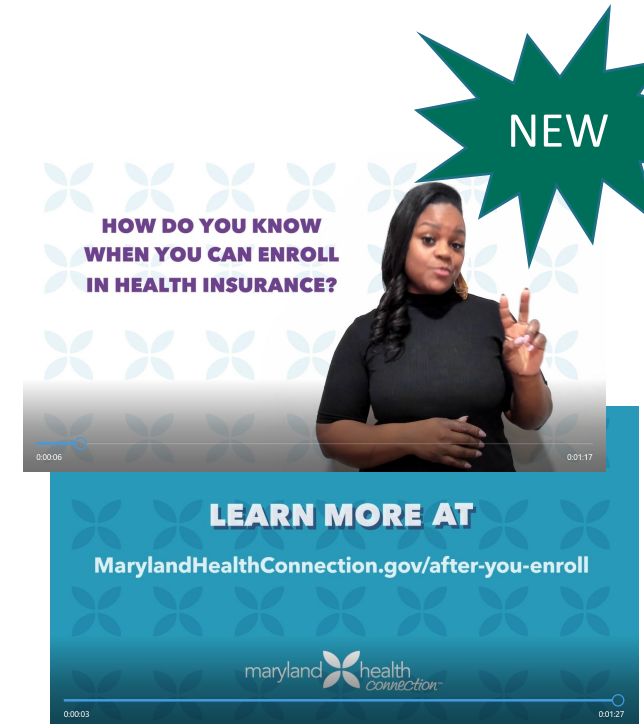
Calendar



Palm card



Template event flyer



Videos in ASL

Events and Partnerships

- **Maryland Rural Health Conference**
- **Maryland Nonprofits Annual Conference**
- **2022 Mayors Parade**
- **YMCA of Central Maryland, MD Restaurant Association, and National Alliance on Mental Illness (MD)**
- **Archdiocese of Baltimore**

WhatsApp

New this year, we started an MHC WhatsApp account allowing us to directly communicate with partners, who specifically work with our Hispanic and Latino audience. In the pilot phase, we have been able to share materials and answer questions in real-time.

Influencers

- **Baltimore Ravens player Geno Stone** **@genostone22** shared an Instagram story with his 31k followers. Geno recorded a :60s spot that aired on general radio markets across the state and Black radio.
- **Washington Commanders player Trai Turner** **@tturn21** shared an IG story with his 66k followers. Trai recorded a :60s spot that aired on general radio markets across the state and Black radio.
- **Kalilah Wright @messinabottle** shared 9 Instagram posts and 4 Facebook reels with her 19k followers. She reached 100k accounts and 8.6k engaged.




Earned Media

Earned media played an important role in providing information to Marylanders through outlets they know and trust.

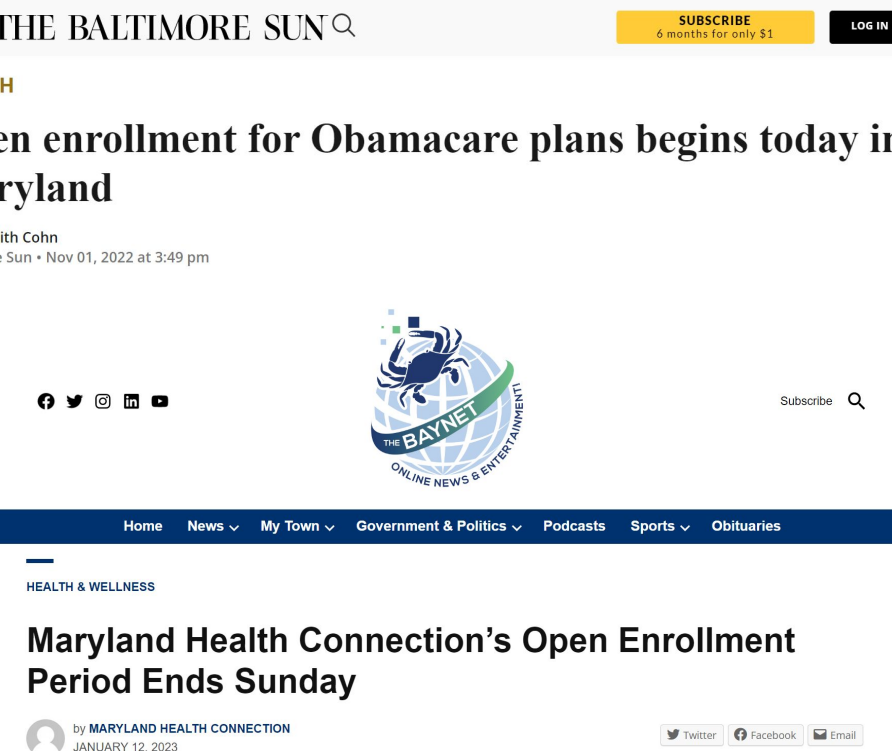
166 placements on **18** radio stations

51 print placements

15 placements on **6** TV stations



The screenshot shows the El Tiempo Latino website. The main article is titled "En el DMV es posible obtener cobertura médica subsidiada, ¡se acerca la fecha límite!" (In the DMV it is possible to obtain subsidized medical coverage, the deadline is approaching!). The author is Milagros Meléndez, dated January 13, 2023. Below this is a navigation bar for "THE BALTIMORE SUN" with a search icon, a "SUBSCRIBE 6 months for only \$1" button, and a "LOG IN" button. The article is categorized under "HEALTH".



The screenshot shows the The Baynet website. The main article is titled "Maryland Health Connection's Open Enrollment Period Ends Sunday". The author is MARYLAND HEALTH CONNECTION, dated January 12, 2023. The article is categorized under "HEALTH & WELLNESS". The website has a dark blue navigation bar with links for Home, News, My Town, Government & Politics, Podcasts, Sports, and Obituaries. Social media icons for Facebook, Twitter, and Email are visible at the bottom right.



Contract Terms

Not-to-exceed Amount: \$4,060,000 for FY24, as allotted in approved FY24 budget

Total of \$12,180,000 for three years

Breakdown per year:

- State funds – \$2,252,480
- Federal funds – \$1,807,520

Term:

- Base term: July 1, 2021-June 30, 2022
- Option year 1: July 1, 2022-June 30, 2023
- **Option year 2: July 1, 2023-June 30, 2024**

Request to Approve Option Year 2

MOTION: MHBE requests the Board's approval to exercise the second option-year renewal of the marketing communications contract with GMMB from July 1, 2023, to June 30, 2024, for an amount of **\$4,060,000**.

2. Printing Services Contract

Art & Negative provides printing services to support the agency's marketing efforts, including:

- Postcards
- Letterheads
- Signage
- Brochures
- Envelopes
- Fliers
- Posters
- Bookmarks

Marketing Materials

CALENDAR
August 2022 through December 2023

FEBRUARY 2023

Did You Know: The Easy Enrollment Program gives you a special chance to get health insurance. Check the box on your state tax return to share information with Maryland Health Connection. Within a week, you can expect a letter in the mail. This unlocks a 35-day enrollment window, starting from the date on the letter.

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La vida es impredecible.

Obtenga un seguro de salud de calidad bajo costo que siempre lo acompaña.

Maryland Health Connection es el mercado oficial de seguros de salud del estado. También es el lugar donde puede acceder a ayuda financiera para pagar por su plan. Ya sea una visita al médico o servicios de salud mental, obtenga la atención que necesita, ¡olvídense de los imprevistos!

Nuestros expertos están listos para responder todas sus preguntas y ayudarle a aplicar, ¡en inglés o español!

Lláme al 1-855-642-8572 para comunicarse con nuestro centro de atención. Hay ayuda disponible en más de 200 idiomas. Las personas sordas o con dificultades auditivas cuentan con servicios de relevo.

Visite MarylandHealthConnection.gov/es para comprar y comparar los planes disponibles. También puede solicitar que lo contacten: un agente se comunicará con usted en menos de 30 minutos y ayudará a aplicar, sin ningún costo.

Life can be unexpected.

Get low-cost, quality health insurance you can count on.

Maryland Health Connection is the state's official health insurance marketplace. It's also the only place to get financial help to pay for your plan. From doctor visits to mental health services, get the care you need – no matter what life throws your way.

Trained experts are available to answer your questions and help you apply.

Call 1-855-642-8572 to connect with our call center. Help is available in more than 200 languages. Deaf and hard of hearing use Relay service.

Visit MarylandHealthConnection.gov to shop and compare plans, or to get connected with a broker in 30 minutes or less for free application assistance.

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ANNUAL REPORT

2022

Get protected from the unexpected.

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Contract Terms

Not-to-exceed Amount: \$120,000 for FY23, approved FY23 budget

Total of \$360,000 for three years

- Base term: July 1, 2021-June 30, 2022
- Option year 1: July 1, 2022-June 30, 2023
- **Option year 2: July 1, 2023-June 30, 2024**

Breakdown per year:

- State funds – \$67,200
- Federal funds – \$52,800

Request to Approve Option Year 2

MOTION: MHBE requests the Board's approval to exercise the second option-year renewal the printing contract with Art & Negative Graphics, Inc. from July 1, 2023, to June 30, 2024, for an amount of **\$120,000**.