National WIC Awareness & Retention Campaign
Objectives

+ Increase enrollment of WIC eligible moms
+ Increase positive perception of the WIC program
+ Create national brand recognition
+ Retain moms and children in the WIC program longer
Advertising Strategy, Brand Refresh & Messaging

+ NWA will guide the development of an integrated multi-media advertising and educational marketing campaign to raise awareness, drive enrollment, and improve perception of WIC.

+ In order for the campaign to resonate nationally and have significant impact, a WIC brand refresh will be required.

  + A brand refresh will drive a consistent identity and elevate campaign messaging.
Advertising Campaign Components

+ Digital
+ Print
+ Healthcare Providers
+ Social/Digital PR
+ Radio
+ Activation Toolkit
+ Retention Toolkit
+ Enrollment Channels
+ Measurement
Advertising Campaign: Digital

+ Advertising on websites such as Parents.com, Parenting.com, Babycenter.com, etc.

+ Programmatic audience targeted advertising on websites that reach WIC eligible women browsing any website

+ Advertising on websites where women are browsing after recently visiting a WIC website

+ Incorporate campaign messaging into nutrition/breastfeeding articles on relevant websites

+ Promotional e-mail outreach to WIC eligible women
Advertising Campaign: Print

+ WIC enrollment information and promotion via advertisements in pregnancy and baby magazines including (but not limited to) *Fit Pregnancy and Baby, Ser Padres, Parents Latina, and Countdown*
Advertising Campaign: Healthcare Providers

+ Our program will reach 95% of all women who give birth. Healthcare providers will provide WIC enrollment information and educational content:

  + Prenatally at the OB/GYN office
  + At time of babies birth at the maternity ward
  + At the pediatrician office
  + English and Spanish
Advertising Campaign: Social/Digital PR

+ Create and distribute content via YouTube, Facebook, bloggers and other relevant social and digital media channels to reach WIC-eligible and enrolled women

+ Develop best practices to determine which channels yield most impact with WIC community
Advertising Campaign: Radio

+ Strategically use radio in select markets to reach less digitally connected audiences
Campaign Activation Toolkit

+ Digital
  Provide content assets and best practice guidelines to enable local WIC agencies to manage website content, social media posts, email content, etc. on their own

+ Print
  Provide content assets for management of grassroots advocacy i.e. signage at churches, beauty salons, laundromats, etc.
Campaign Retention Toolkit

+ Optional mobile SMS retention program
  + SMS (text message) alerts to mobile phones of opted-in WIC eligible and enrolled women at key stages, i.e. when the baby reaches a developmental milestone, changes in WIC policy, nutrition advice, etc. (similar to “text4baby”)

+ Provide drivers to sign up for mobile program via digital, print, and grassroots efforts
Enrollment Channels

+ All promotion will drive to:
  + A national 1-800 number that will ask the caller for their zip code then automatically forward the call to their local WIC office.
  + Enroll via SMS (text messaging)
    + SMS will provide a local phone number based on a zip code entered by the prospective eligible woman.
  + A central web/mobile page
    + Containing basic WIC information and a simple “Am I Eligible?” tool with instructions on how to contact their local WIC office and/or set up an appointment via the site.
Measurement

+ The campaign will take a systematic approach to research and measurement in order to ensure the program’s success with the ability to optimize for future investment:

  + All advertising and media placement will be measured for reach, audience engagement and action taken.
  + Media placement will be optimized to drive more site visits, text inquiry and phone calls.
  + National research will be conducted to measure perceptions of the program.
Thank You

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