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2020 Review

- Created and launched two new PSAs (Posture and Importance of Taking Care of Your Spine)
- Explored new advertising avenues online, including youtube.
- The majority of the advertising budget was focused on online advertising, as that is where people were during the pandemic. Facebook and general online targeted advertising were utilized throughout the year.

Q1 Summary: The tentative plan for 2020 was to launch our senior focused ad in the spring, a revamp of the pregnancy ad for May/June, and the maintaining health in younger generations for the Fall. The senior ad was 98% finished and we were doing final edits when the pandemic hit. It will be ready for launch when we decide to resume that path, hopefully Fall of 2021.

Q2 Summary:

At the end of March, due to COVID-19 and stay at home orders we decided to stop the scheduled start of ads and postpone them to a later date due to our ads targeting the senior population with the call to action of finding their local chiropractor. At the time, this seemed to be poor timing given they are most susceptible to Covid-19 and most highly advised to shelter in place. The budget paused here to reevaluate strategy.

Towards the end of Q2 we decided to focus on online advertising and created a posture focused PSA that would resonate with the current climate. This PSA started running in June.

Q3 Summary

After the July Virtual Conference concluded, we turned our eye back to advertising and developed what we like to call our “metaphor” ad. This ad was designed to connect the dots with the overall message of “we should care for our bodies, with the same attention that we care for our home or car.” A new animation team was used and this is one of our most aesthetically pleasing ads to date. This started running in September. We also peppered in our other PSAs, including the opioid ad for drug-free pain management month.

Q4 Summary

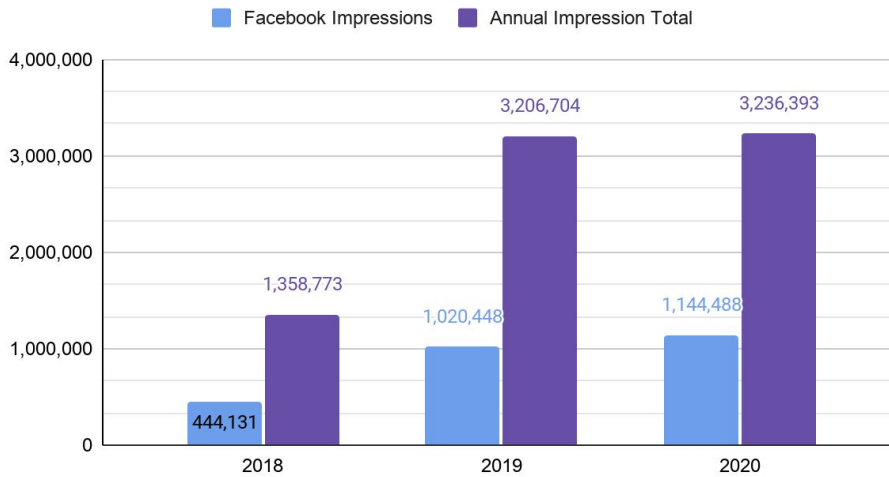
A rotation of our ads kicked off chiropractic month in October, and continued through the end of 2020. A targeted radio campaign was done to test the waters for future use.

2020 Totals and Analysis

2020 Totals

Total Measurable Impressions: 3,236,393

Facebook Impressions and Annual Impression Total

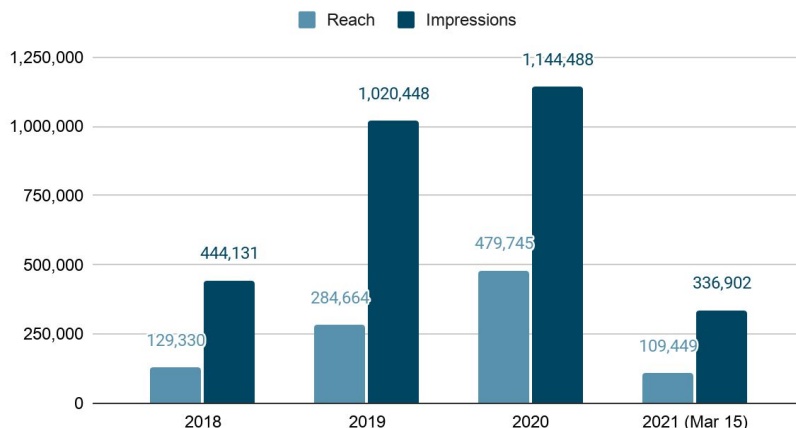


Even though we chose to delay our campaigns in early 2020, we followed similar strategies in regards to how we targeted audiences and in what medium and were able to yield very successful results in less time. The biggest strategy we continued from 2019 was targeting “state-wide” on social media instead of by county, and given the results we conclude this method is the way to continue into 2021.

2021 Forecasting: Based on the results we received with the bulk of our advertising starting at the end of Q2 instead of in Q1, we anticipate an increase in totals for 2021.

Breakdown of Individual Medias:

Facebook Reach and Impressions



Facebook

2020 resulted in 1,144,488 impressions with a reach of 479,745. This was a slight increase of 11% over impressions from 2019 but a 41% increase in reach.

HYFN/CBS: These are digital ads on numerous websites, and also ads directly through CBS regional news affiliates websites. Total for 2020 was 976,498, which was a 13% increase over 2019.

Radio: In 2020 we tried out 5 weeks of radio which had a reach of 155,300 people with a total of 467,500 impressions. This was not far off our 2019 radio numbers of 199,500 reach with 598,500 impressions. So 78% of the impressions and 78% of the reach for half the cost. Indications of why this was more effective in 2020 compared to 2019 are timing of ads and digital radio being streamed more due to more people working from home.

WRAL Digital and Live Stream: This was a new venture into airing our commercial on digital streaming. This had very good results with 404,806 impressions along with a 97.72% completion rate for our commercials.

Google Ads/Youtube ads: This was a small venture into trying out google ads, specifically youtube ads. We were able to do both skippable and non skippable ads. Our non-skippable ads had to be :15 seconds, which is a bit of a challenge, and yielded at click through rate of .23, which is decent. This netted 243,101 impressions. We will be looking into how to improve our targeting if we choose to try this again in 2021.

2021 Plan

2021 Q1 & Q2:

- Q1 started with the opioid ad in rotation with our “metaphor” ad. This is due to the surge in opioid abuse that occurred during the pandemic and to also ramp up for the *Opioid Misuse and Abuse Prevention Summit* the first week of May 2021.
 - These ads are statewide on multiple platforms.
- The prenatal ad will be redone visually with a launch date set for May to coincide with Mother’s Day.
- Current focus is on opioids and chiropractic as an alternative due to the timeliness of the topic and the potential for an opioid bill and the opioid misuse prevention summit.

2021 Forecasting and tentative structure:

- We hope to launch our “healthy seniors” ad this fall.
- We have geotargeting and day blitzing ready to go in case of legislative need or support, such as for our opioid bill.