Date: August 11, 2020

To: The Honorable Chairman and Members
Pima County Board of Supervisors

From: C.H. Huckelberry
County Administrator

Re: Transferring Information to Public Action Related to COVID-19

As part of the Pima County Back to Business Program, a Community Updates Subcommittee was formed to develop and disseminate messaging and information to area residents and visitors about public health directives, measures and guidelines to ensure public health and facilitate the reopening phase of COVID-19 economic recovery.

The Subcommittee has worked in conjunction with the County’s consultants, Hilton & Myers Advertising, NuPOINT Marketing, REA Communications Ltd., and the Communications Department to develop a clear, concise, positive advertising campaign, which stresses that:

- This community is a safe place to do business together;
- We take our health and well-being seriously by following science-based practices to stop the spread of COVID-19;
- Pima County is the voice of authority and central place to go to for latest information and regulations; and
- Pima County is open for business in a safe and phased manner.

The campaign is designed to reward and recognize businesses for adopting and following the minimum public health pandemic protective measures adopted by the Board of Supervisors; and that the public when it sees icons, badges, or graphics associated with this campaign will know at a glance that a business they’re about to enter takes their health and wellbeing seriously and is following these minimum standards.

It is important to note that each element of the campaign was provided in both Spanish and English languages. In addition, it is also important to recognize that this report summarizes what have primarily been the paid media efforts. A significant amount of public health and business related information including check lists and collateral material designed to be easily downloaded for private use have been and will continue to be available to all.

The attached Campaign Summary reviews the paid public information campaign efforts to date. It provides a review of the advertising purchased on cable and broadcast television, radio and streaming audio, print media, billboards and buses, and digital media (i.e. Facebook). The actual ads are accessible through the following links:
To best understand the impact of the report provided, it is important to understand the meaning of GRP. The acronym stands for Gross Rating Points or the percent of the audience reached x the frequency or the number of times an individual saw the ad. The higher the GRP, the greater the number of individuals who saw the ad a greater number of times.

The current paid campaign is scheduled to continue through the end of this month. The message and duration of the campaign may be adjusted in response to the public health environment related to the pandemic. Should there still be a need to message to the public and assist local businesses, the paid campaign may be continued.

CHH/lab
CAMPAIGN SUMMARY

Flight Dates: 7/1 – 8/30

GEO TARGETING:
Tucson DMA

DEMO TARGETING:
Adults 21-64

GOALS:
Create awareness of Ready for You program among consumers and local businesses
Increase consumer confidence
READY FOR YOU
Getting Back to Business Safely

Our shared responsibility to protect public health
# Media Flowchart

## Jun 29 to Jul 5
- **Cable TV**
  - Cox Media Network | Tucson Interconnect
  - Television
- **Broadcast TV**
  - TV Spot

## Jul 6 to Jul 12
- **Radio**
  - Tucson Radio | Radio
- **Audio**
  - Pandora | Audio Everywhere
  - Spotify | Audio Everywhere

## Jul 13 to Jul 19
- **Spanish Language**
  - Television
  - Spanish TV
  - Broadcast Radio
  - Tucson Radio - Spanish | Spanish Radio

## Jul 20 to Jul 26
- **Billboard**
  - Clear Channel Outdoor | Posters (4)
- **Newspaper**
  - AZ Bilingual | Social Media 1x per week
  - AZ Bilingual | 1/2 Page Ad
- **Online Display**
  - Digital Display | Programmatic Display Ads
- **Social**
  - Facebook | Single Image
- **Video**
  - YouTube | TrueView

## Jul 27 to Aug 2
- **Outdoor**
  - Billboard
  - Clear Channel Outdoor | Posters (3)
  - Lamar Outdoor - Tucson | Kong Displays
  - Lamar Outdoor - Tucson | Super Tail Displays

## Aug 3 to Aug 9
- **Print**
  - Magazine
    - Inside Tucson Business | 1/2 Page
    - Tucson Lifestyle Magazine | Full Page Ad
  - Newspaper
    - Arizona Daily Star | Business Strip Ad
  - Native
    - Arizona Daily Star | This is Tucson-Sponsored Story
    - Arizona Daily Star | This is Tucson-Eat+Drink

## Aug 10 to Aug 16
- **Digital**
  - E-Newsletter
    - Tucson Sentinel | Digital Advertising
  - Online Display
    - Digital Display | Programmatic Display Ads
  - Social
    - Facebook | Single Image
  - Video
  - OTT
    - YouTube | TrueView

## Aug 17 to Aug 23
- **Aug 24 to Aug 30**
ELECTRONIC MEDIA

CABLE TV
Flight Dates: 7/1 – 8/16
386.3 GRPs

BROADCAST TV
Flight Dates: 7/1 – 8/16
860.1 GRPs
Reach: 81.6% Frequency: 13.2

TERRESTRIAL RADIO
Flight Dates: 7/1 – 8/2
720.8 GRPs
Reach: 64.9% Frequency: 11.1

STREAMING AUDIO
Flight Dates: 7/9 – 8/23
794,166 Impressions
TELEVISION

Cable TV and Broadcast

Back to Business TV :30
TELEVISION

Cable TV and Broadcast

Doing Our Part TV :30
TELEVISION

Cable TV and Broadcast

I Pledge TV :30
STREAMING AUDIO
PRINT MEDIA

AZ DAILY STAR
Flight Dates: 7/5 – 8/9
6x Sunday Strip Ads
Front Page of Tucson Business Section
Circulation: 70,000

THIS IS TUCSON
Flight Dates: 7/6 – 8/2
Sponsored Story (1)
Eat + Drink Newsletter Ad (3)

INSIDE TUCSON BUSINESS
Flight Dates: 7/17 & 7/31
½ Page Full Color Ad
Total Circulation: 5,000

TUCSON LIFESTYLE
August Issue / Email Blast
Full Page, Full Color Ad
Total Circulation: 30,000
Helping businesses be ready for you

Pima County Health Department is working with businesses to provide greater protection from COVID-19. Using State and CDC guidelines, we’ve established the Ready for You program. It’s the standard for restaurants, bars, pools, and tourist attractions to follow to reduce the risk of infection.

For a list of participating businesses visit

PIMAREADY.COM

For all efforts, high risk groups should continue to minimize public exposure.

520.881.4550

3350 N. Country Club Rd. | Tucson, Arizona 85716

hiltonmyersadv.com
OUT OF HOME MEDIA

CLEAR CHANNEL OUTDOOR
Flight Dates: 7/20 – 8/30
Bulletin (1) and Posters (4)
Total Impressions: 1,030,515

LAMAR - BUS ADVERTISING
Flight Dates: 7/20 – 8/30
Kong (10) and SuperTail (10)
Total Impressions: 2,135,826
OUT OF HOME MEDIA
DIGITAL MEDIA

FACEBOOK/INSTAGRAM
Flight Dates: 7/15 – 8/30
Total Impressions: 396,722

PROGRAMMATIC DISPLAY
Flight Dates: 7/15 – 8/30
Total Impressions: 416,000

YOUTUBE
Flight Dates: 7/15 – 8/30
Total Completed Views: 27,000
Programmatic Display

Client: Pima County
Ad Set: Back to Business English
Website: tucson.com
Programmatic Display

Client: Pima County
Ad Set: Back to Business English
Website: kgun9.com
## SPANISH LANGUAGE MEDIA

<table>
<thead>
<tr>
<th>Medium</th>
<th>Flight Dates</th>
<th>GRPs</th>
<th>Spots</th>
</tr>
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<tbody>
<tr>
<td><strong>BROADCAST TV</strong></td>
<td>7/1 – 8/16</td>
<td>327.7</td>
<td>618</td>
</tr>
<tr>
<td><strong>BROADCAST RADIO</strong></td>
<td>7/1 – 8/9</td>
<td>167.3</td>
<td>605</td>
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<tr>
<td><strong>CLEAR CHANNEL OUTDOOR</strong></td>
<td>7/20 – 8/30</td>
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<tr>
<td>Posters (4)</td>
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<tr>
<td>Total Impressions: 963,159</td>
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<tr>
<td><strong>AZ BILINGUAL</strong></td>
<td>July and August</td>
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<td>Page Ads</td>
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<tr>
<td>Facebook Posts</td>
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<tr>
<td><strong>DIGITAL</strong></td>
<td>7/1 – 8/30</td>
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<tr>
<td>Facebook/Instagram, Programmatic Display, YouTube</td>
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<tr>
<td>Total Impressions: 252,200</td>
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</table>
SPANISH TELEVISION

Broadcast TV

Back to Business Spanish TV :30
SPANISH TELEVISION

Broadcast TV

Doing Our Part Spanish TV :30
SPANISH TELEVISION

Broadcast TV

I Pledge Spanish TV :30
SPANISH TELEVISION

Broadcast TV

I Pledge Version 2 Spanish TV :30
SPANISH OUT OF HOME

Clear Channel Outdoor
Los negocios en Arizona oficialmente pueden abrir sus puertas, y el condado Pima colabora con empresas locales para dar una mayor protección al público en contra del COVID-19. Utilizando las guías estatales y del Centro de Control de Enfermedades, se estableció el programa Listo Para Servir. Este programa establece guías y recomendaciones para reducir el riesgo de infección.

A pesar de todos estos esfuerzos, se recomienda a los grupos de alto riesgo continuar en aislamiento.

Para una lista de empresas visite la página PIMAREADY.COM
El Condado Pima ofrece apoyo a las empresas que "están listas para servir". Busque el emblema en los negocios participantes.

See Translation

Pima County Health Department
Written by LumenAd

Listo Para Servir
Reabriendo negocios de forma segura
Programmatic Display

Client: Pima County
Ad Set: Back to Business Spanish
Website: azcentral.com
SPANISH DIGITAL MEDIA

Programmatic Display

**Client:** Pima County  
Ad Set: Back to Business Spanish  
Website: weather.com
CAMPAIGN PERFORMANCE

Users: 9,310
New Users: 9,235
Sessions: 11,929

Number of Sessions per User: 1.28
Pageviews: 23,085
Pages / Session: 1.94

Avg. Session Duration: 00:01:27
Bounce Rate: 57.20%

New Visitor: 86.2%
Returning Visitor: 13.8%
CAMPAIGN PERFORMANCE

Acquisition by Channel

- Direct: 42.1%
- Social: 17.4%
- Referral: 8.3%
- Organic Search: 5.8%
- Display: 5.2%
- Other: 21%
THANK YOU!