



# ELECTRONIC MEDIA OUTREACH CAMPAIGN REVIEW

April 2023 – June 2023

# OUR EXPERIENCE

Government Agencies & Health Services



Spectrum Reach has executed **\$65+ million** in marketing campaigns for government agencies over the past 18 months across Television, Streaming TV, Online and Search.



North Carolina  
ABC Commission



North Carolina  
Women & Youth



North Carolina  
Dept. of Transportation



Visit North Carolina



Ohio Department  
of Health



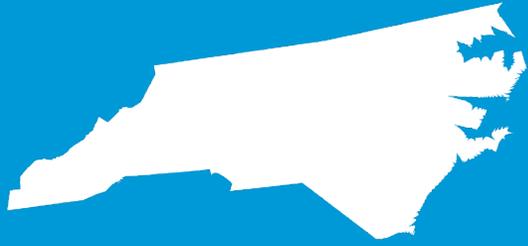
California Department  
of Public Health



Nevada Department of  
Health & Human Services

# SPECTRUM REACH BY THE NUMBERS: NORTH CAROLINA

**100**  
COUNTIES



**TOP**  
MARKETS

## Markets

- Raleigh
- Charlotte
- Greensboro
- Durham
- Wilmington
- Winston-Salem
- Fayetteville
- Jacksonville
- Outer Banks

**1.7M+**

Households

1.72M+ Spectrum HHs  
521K+ Affiliate HHs



**SPECTRUM**  
**NEWS**

**1.27M+**

Spectrum News  
Households



**2.3M+**

High-Speed Data  
Customers



**98%**

Live Sports  
are on Cable

**60+**

Premium Cable Networks



**15+**

Spanish-Language  
Networks



Source: Video Advertising Bureau, "No Days Off".

Source: Cabletrack data as of Q3 2021; O&O from Spectrum Reach UE-Subs 2Q22; High-Speed Data Customers from Spectrum Reach Digital Addressable Subs Trend Simplify 1Q22

\* = Other MSOs + Satellite (DTV + Dish)

+ = Greenville-Spartanburg-Asheville DMA and Norfolk DMA (Outer Banks+Elizabeth City) unable to be broken up for NC-only county numbers and not included in total shown

# CAMPAIGN OBJECTIVES & STRATEGY

- **Objectives – Two Campaigns**
  - **Human Trafficking** outreach and awareness for Charlotte in conjunction with the Charlotte Metro Human Trafficking Taskforce.
  - Blanket the entire state of North Carolina to reach those most vulnerable to **Sextortion** schemes, and to initiate dialogue with their parents, guardians and trusted adults and provide information about resources to get help.
  - NCHTC developed two landing pages for each campaign
- **Strategy**
  - Target Specific Audiences Across Screens (Traditional TV, Streaming TV, Online Website and App Video and YouTube)
  - Primary: Devices in Households with Children 12-17 years old.
  - Secondary: Secondary and Tertiary Support Stakeholders
  - Geographic Overlay
    - Human Trafficking: Identified zip codes from the CMHTTF 2023 Trafficking Minors report
    - Sextortion: All of North Carolina
- **Messaging**
  - Custom :30 Television Messages were produced for both campaigns in English and Spanish.



# Charlotte “In Our City” – English



# Sextortion – English





# HISPANIC TV AUDIENCES

## OUR NETWORKS

**FOX DEPORTES**

**tr3s**



**ESPN DEPORTES**

## IMPRESSIONS

**779,412**

Comscore: Hispanic  
Audience Report Dec / May PJ

Includes Spanish Speaking audiences  
Watching English and Spanish Language  
Networks

## PROGRAMMING



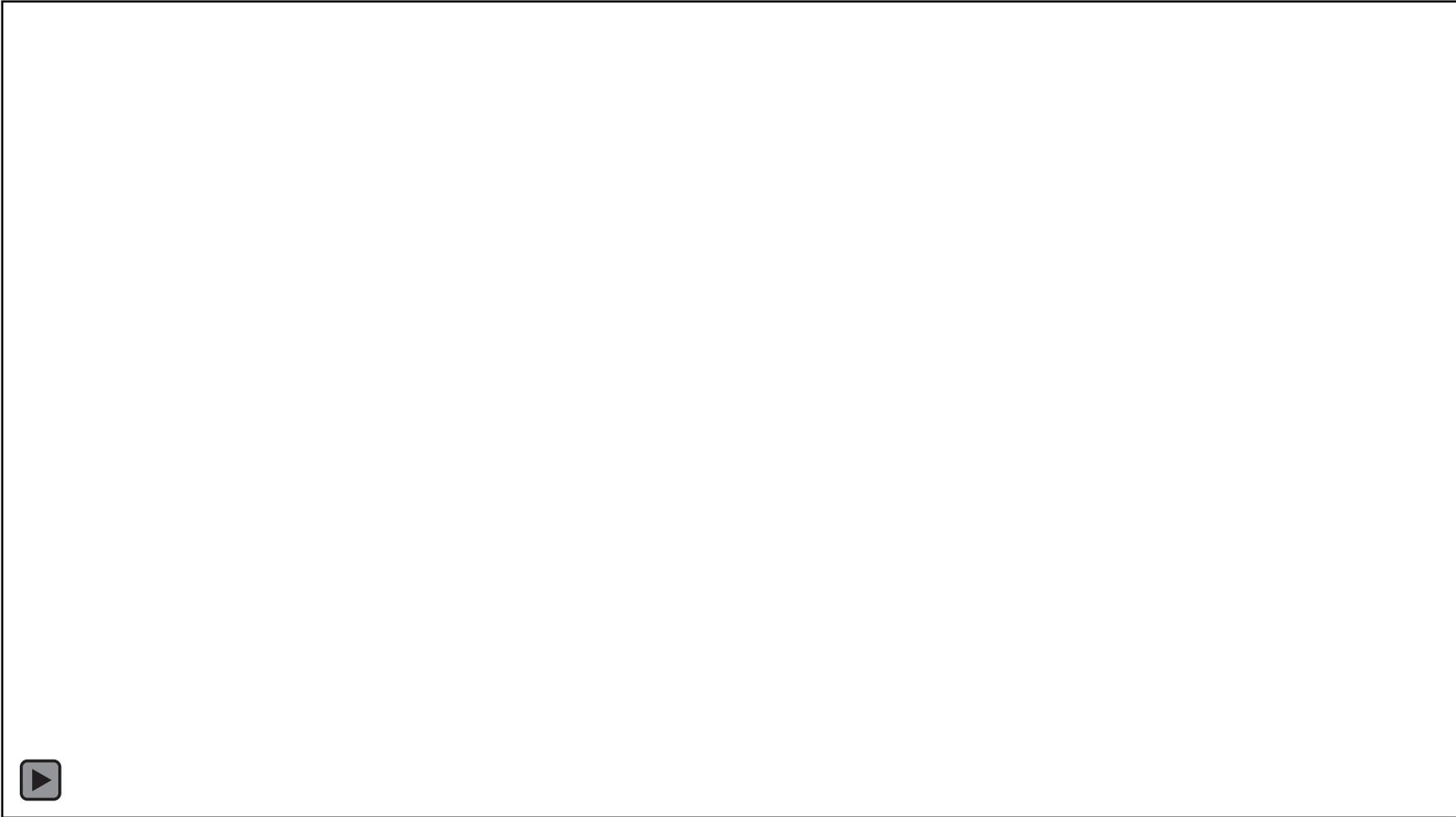
Reporting Powered by AudienceTrak

**Spectrum**  
REACH®

# Charlotte “In Our City” – Spanish



# Sextortion – Spanish



# MTV Movie & TV Awards



# BET ★ AWARDS 2023



# PROGRAMMING HIGHLIGHTS

NEWS NETWORKS – 8,748 AIRINGS



ENTERTAINMENT NETWORKS

- FOX DEPORTES** : 53 Airings
- USA** : 22 Airings
- ESPN** : 21 Airings
- BET★** : 21 Airings
- MTV** : 11 Airings



# Premier League



# CANES PLAYOFF OPPORTUNITY

Secured messaging in a highly viewed Sports Event



**STANLEY CUP®**  
**PLAYOFFS**



Network: **ESPN**

Date & Time: May 3<sup>rd</sup>, 2023

Impressions: 62,557

Network: **UNI**

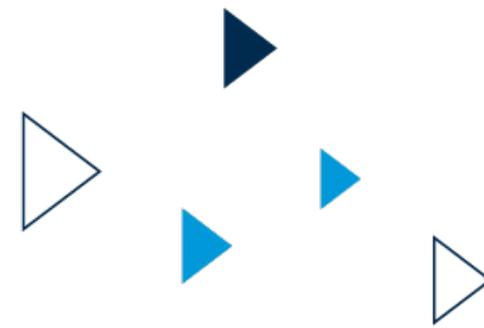
Date & Time: May 22<sup>nd</sup>, 2023

Impressions: 54,639



**Spectrum**  
REACH®

# Charlotte "RIGHT HERE" – TELEVISION



## OVERVIEW

25,159

TOTAL AIRINGS

44

TOTAL NETWORKS

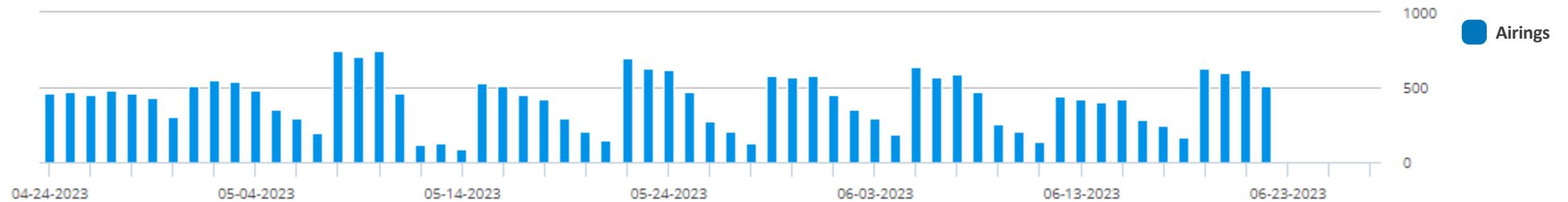
90.95%

REACH

11.04

FREQUENCY

## VERIFIED AIRINGS



# Charlotte "RIGHT HERE" – TELEVISION



## TOP NETWORKS

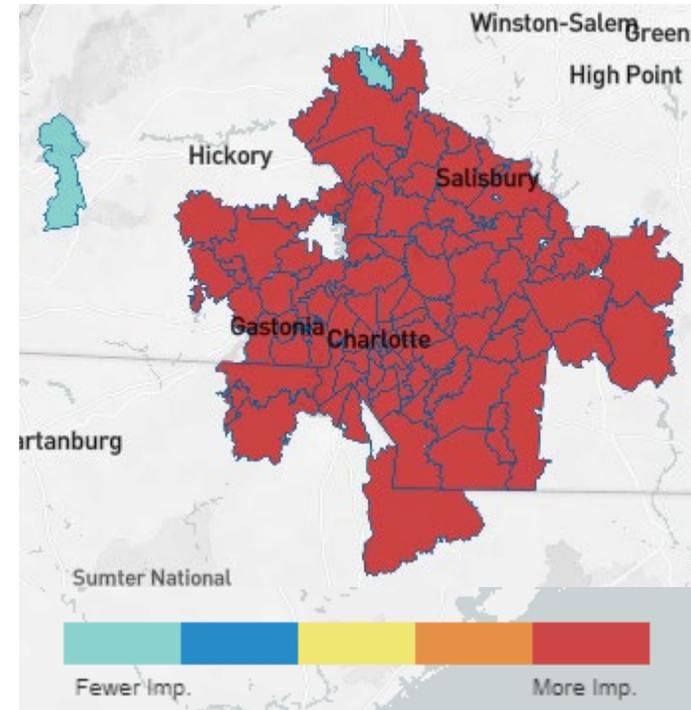


## TOP PROGRAMMING



Reporting Powered by AudienceTrak

## DELIVERED ZONES



**Spectrum**  
REACH®

# Charlotte "RIGHT HERE" – STREAMING



## OVERVIEW

576,745

TOTAL IMPRESSIONS

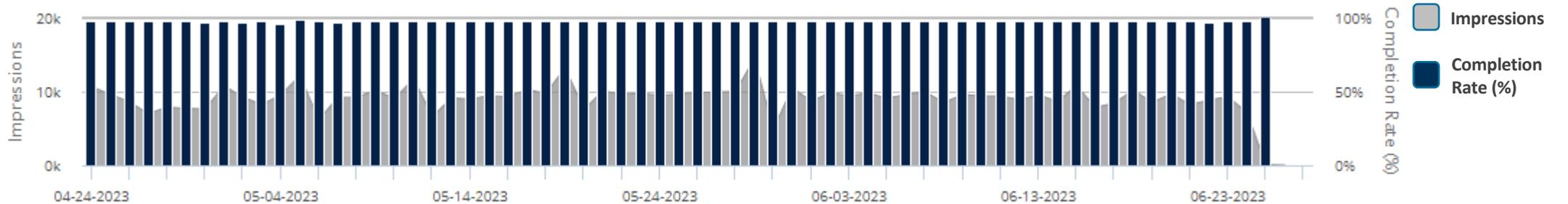
98.43%

COMPLETION RATE

19

DEVICE TYPES

## IMPRESSIONS & COMPLETION RATE



# Charlotte "RIGHT HERE" – TELEVISION

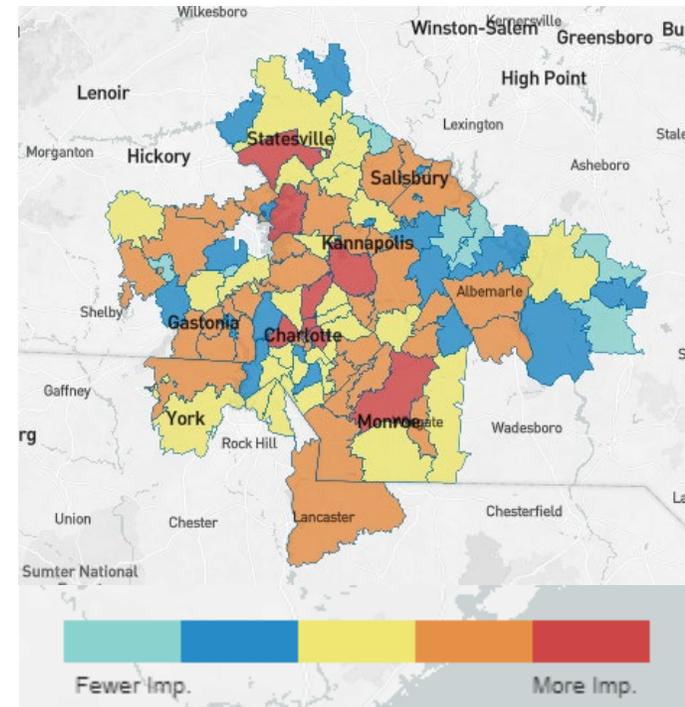
## TOP NETWORKS



## TOP DEVICES



## DELIVERED ZONES



# Charlotte "RIGHT HERE" – ONLINE VIDEO

Video that appears before or during videos on web pages, apps and YouTube.

## OVERVIEW

**378,142**

TOTAL IMPRESSIONS

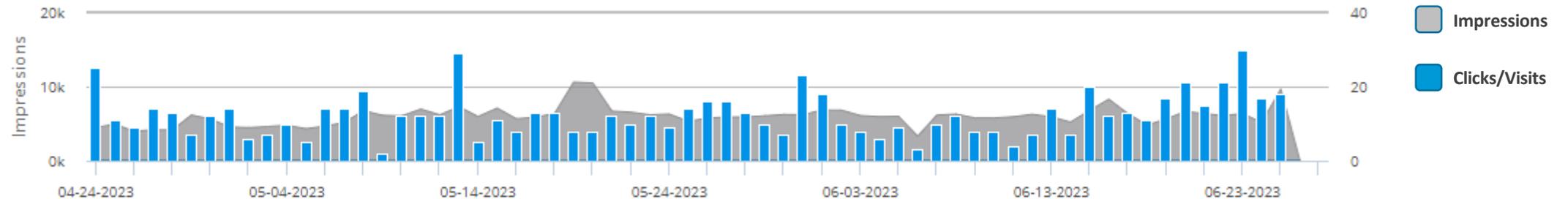
**68.81%**

COMPLETION RATE

**774**

SITE VISITS

## IMPRESSIONS & ENGAGEMENT



# Charlotte “RIGHT HERE” – ONLINE VIDEO

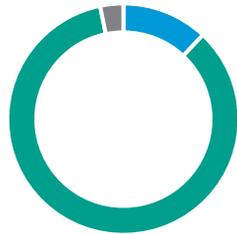
Video that appears before or during videos on web pages, apps and YouTube.

## TOP DEVICES



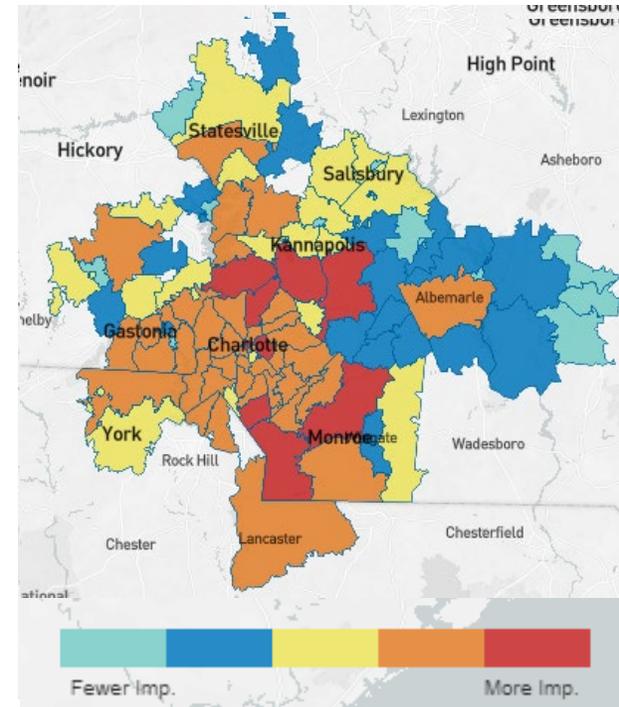
■ Desktop ■ Mobile ■ Tablet ■ Other

## CLICK DISTRIBUTION



■ Desktop ■ Mobile ■ Tablet

## DELIVERED ZONES



# SEXTORTION – TELEVISION



## OVERVIEW

46,409

TOTAL AIRINGS

65

TOTAL NETWORKS

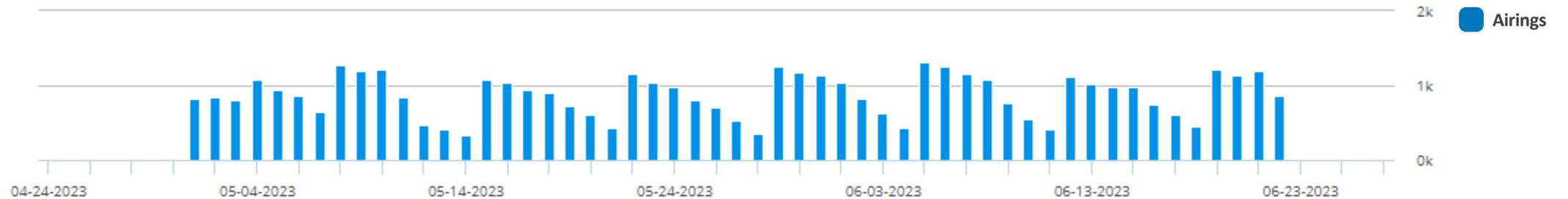
88.61%

REACH

11.99

FREQUENCY

## VERIFIED AIRINGS



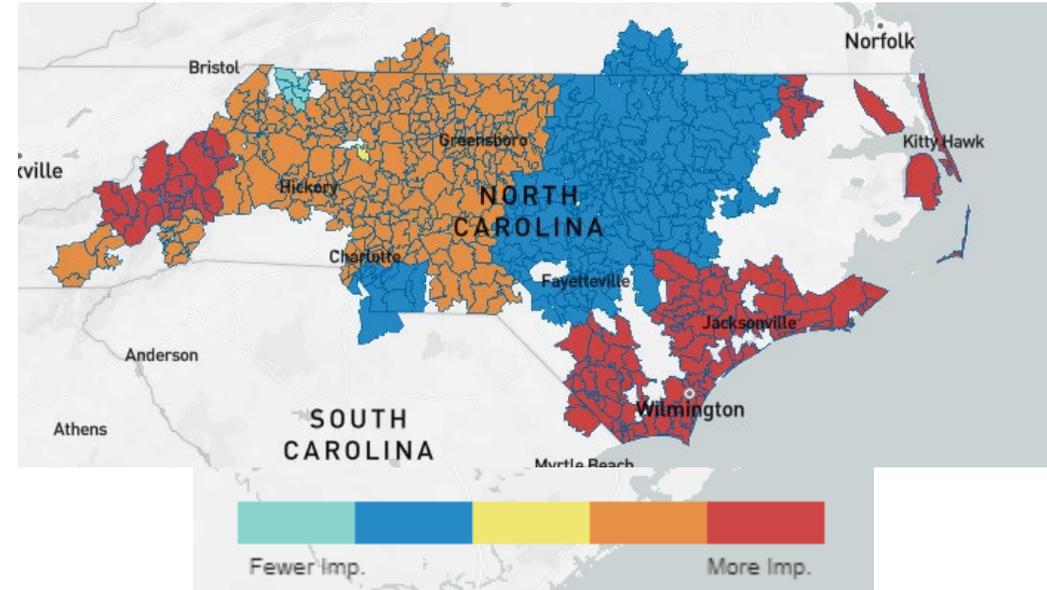
# SEXTORTION – TELEVISION



## TOP NETWORKS



## DELIVERED ZONES



## PROGRAMMING HIGHLIGHTS



# SEXTORTION – STREAMING



## OVERVIEW

1,953,712

TOTAL IMPRESSIONS

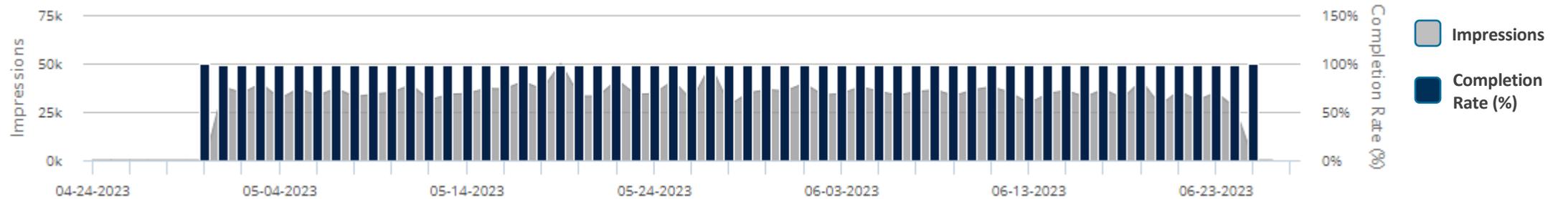
98.64%

COMPLETION RATE

20

DEVICE TYPES

## IMPRESSIONS & COMPLETION RATE



# SEXTORTION – STREAMING



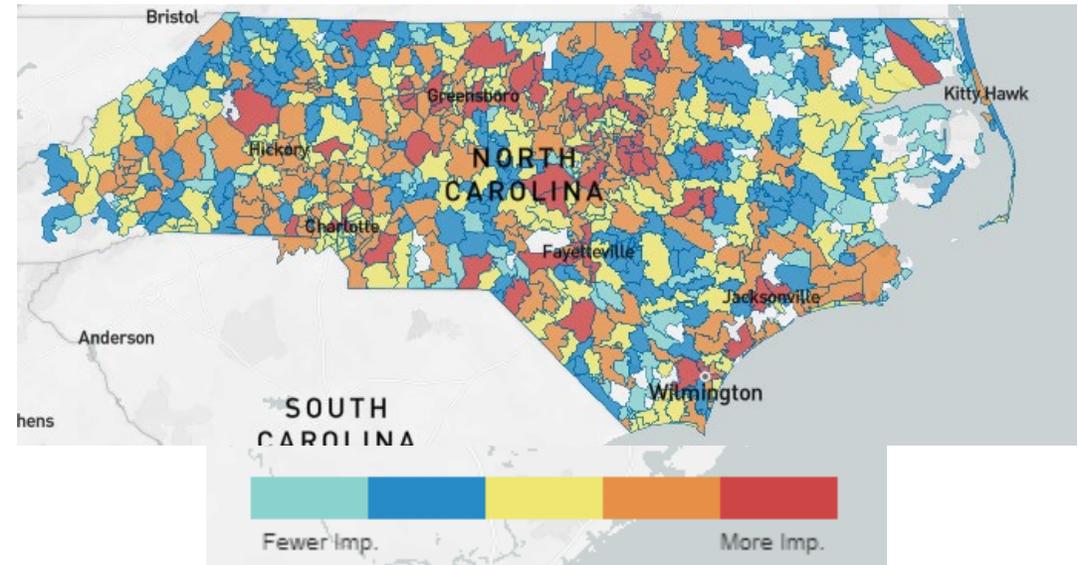
## TOP NETWORKS



## TOP DEVICES



## DELIVERED ZONES



# SEXTORTION – ONLINE VIDEO

Video that appears before or during videos on web pages, apps and YouTube.



## OVERVIEW

**1,305,752**

TOTAL IMPRESSIONS

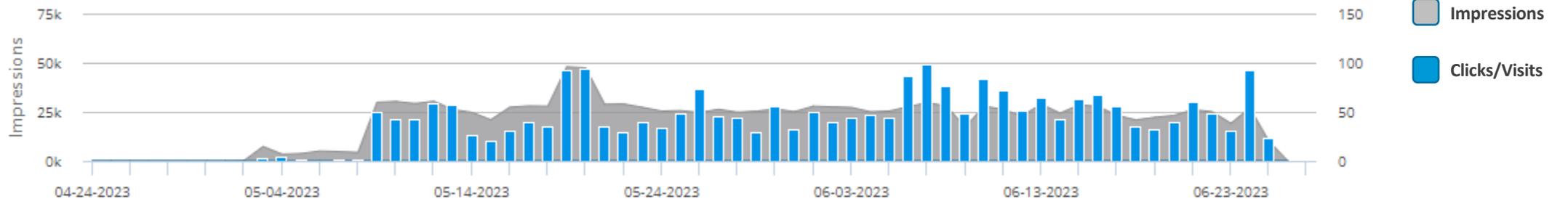
**64.65%**

COMPLETION RATE

**2,472**

SITE VISITS

## IMPRESSIONS & ENGAGEMENT



# SEXTORTION – ONLINE VIDEO

Video that appears before or during videos on web pages, apps and YouTube.

## TOP DEVICES



■ Desktop ■ Mobile ■ Tablet ■ Other

## TOP PLACEMENTS

80,873 Imps [www.pcgamer.com](http://www.pcgamer.com)

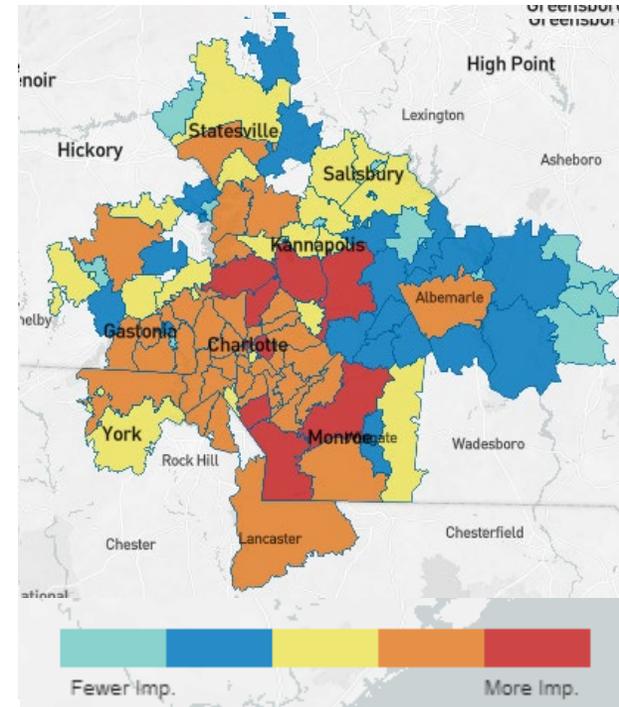
51,212 Imps [www.ranker.com](http://www.ranker.com)

39,679 Imps [www.newsobserver.com](http://www.newsobserver.com)

38,777 Imps [www.newyorkpost.com](http://www.newyorkpost.com)

37,010 Imps [www.journalnow.com](http://www.journalnow.com)

## DELIVERED ZONES





# CAMPAIGN PERFORMANCE

Charlotte Mecklenburg HTTF & NC Human Trafficking Commission

111%

## TRADITIONAL TV

11,502,238

Impressions Contracted

12,771,834

Impressions Delivered

1,269,596

Added Value

113.6%

## STREAMING

2,227,579

Impressions Contracted

2,530,457

Impressions Delivered

302,878

Added Value

134.7%

## ONLINE VIDEO

1,250,000

Impressions Contracted

1,683,894

Impressions Delivered

433,894

Added Value

# Conclusion and further steps

NC Human Trafficking Commission successfully conducted an extensive electronic outreach initiative that accomplished reaching the right audiences on multiple screens and devices on TV and mobile with high frequency.

Further comparative analysis of engagement and reporting to be investigated:

- **Gain insight into the aggregate numbers of calls / engagement with the CyberTipline**
- **Interpretation of traffic on the landing pages for each campaign.**
- **Gather and document anecdotal feedback from providers and law enforcement**
- **Post campaign demographic composition report to be provided 30 days after completion of campaign (late July, early August.)**