



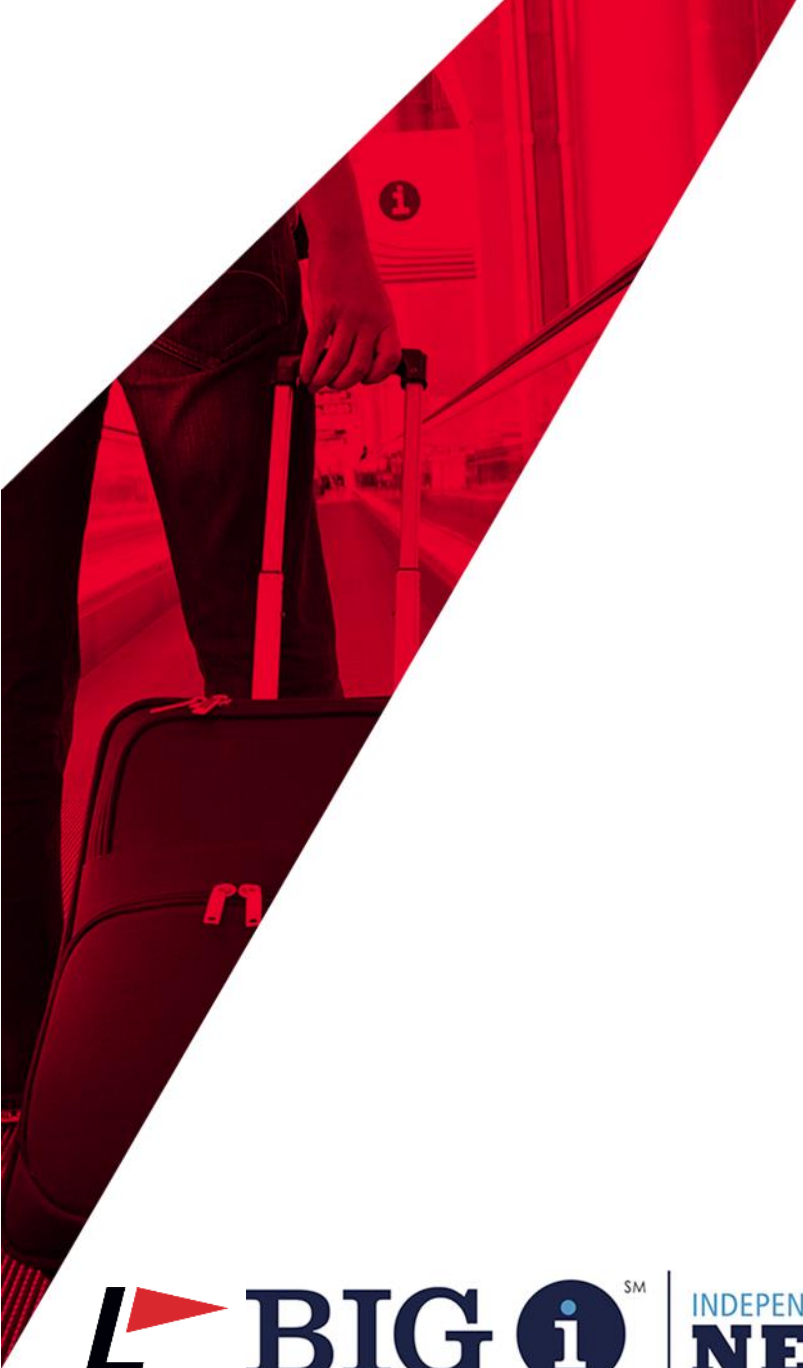
Learfield/IMG

Jean Neuberger
Account Executive

M: 515.322.5223

E:

jean.neuberger@learfieldimgcollege.com



Audience: Nebraskans statewide aged 17-25, high school seniors, recent graduates, college students and job seekers.

Objectives include: Providing information to help young Nebraskans understand what it means to be a part of the insurance industry, how the insurance industry works and all the different career opportunities that are available to them.

Ad content will focus on the positive benefits of working in insurance, and will consist of eye-catching motion graphics. In addition to ads linking to information, we will launch ads to those who are actively seeking employment, linking to your job bank page: <https://iian-careers.careerplug.com/jobs>

Google Display & Search

Get in front of your audience when they're searching online. Powerful categorization allows you to reach the specific individuals who fit the geography, demographics, behaviors, and interests of those you want to reach. Smart technology allows your ads to improve over time.



GOOGLE
Estimated Impressions
650,000

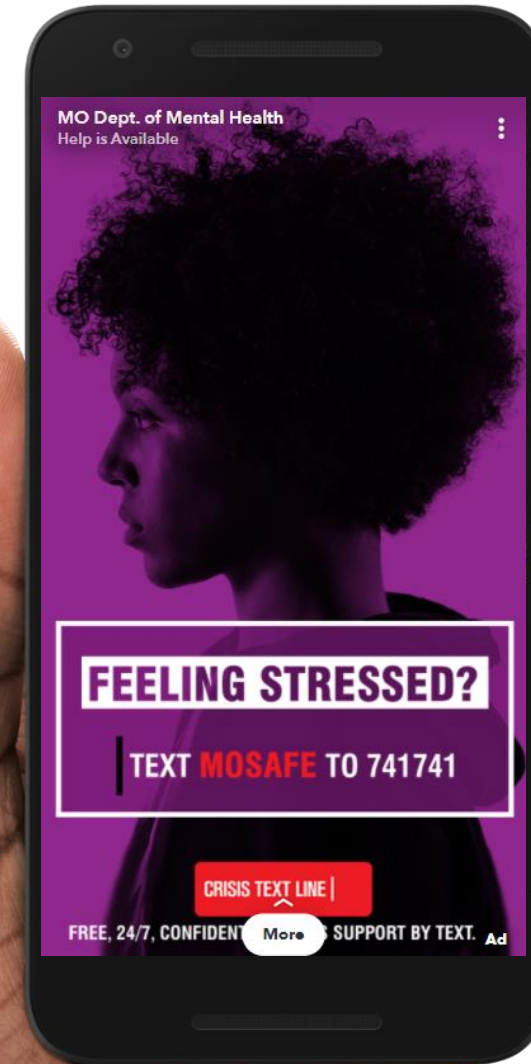


Snapchat

Ads appear in user feeds between snaps of those the user follows, encouraging your target audience to swipe up for more information about your campaign message and ways to engage.



SNAPCHAT
Estimated Impressions
500,000



TikTok

We will create short multi-clip videos intended to showcase various opportunities available in the insurance industry. They will be pushed and promoted through the platform's ad network.



TIKTOK
Estimated Impressions
350,000



Metrics And Analysis

Detailed analytics are reported by our team including reach, frequency, impressions, video views and engagement rates. If Key Performance Indicators (KPIs) are determined prior to the launch of the campaign, we will provide stats on those designated measurements. If not, we will calculate performance based on industry averages for campaigns with similar target audiences and message type.

nielsen

Through our state radio network(s), we can provide Nielsen audience results letting the client know how many times their message aired, the number of people who heard it and the frequency at which it was heard.



Audience targeting tactics include:

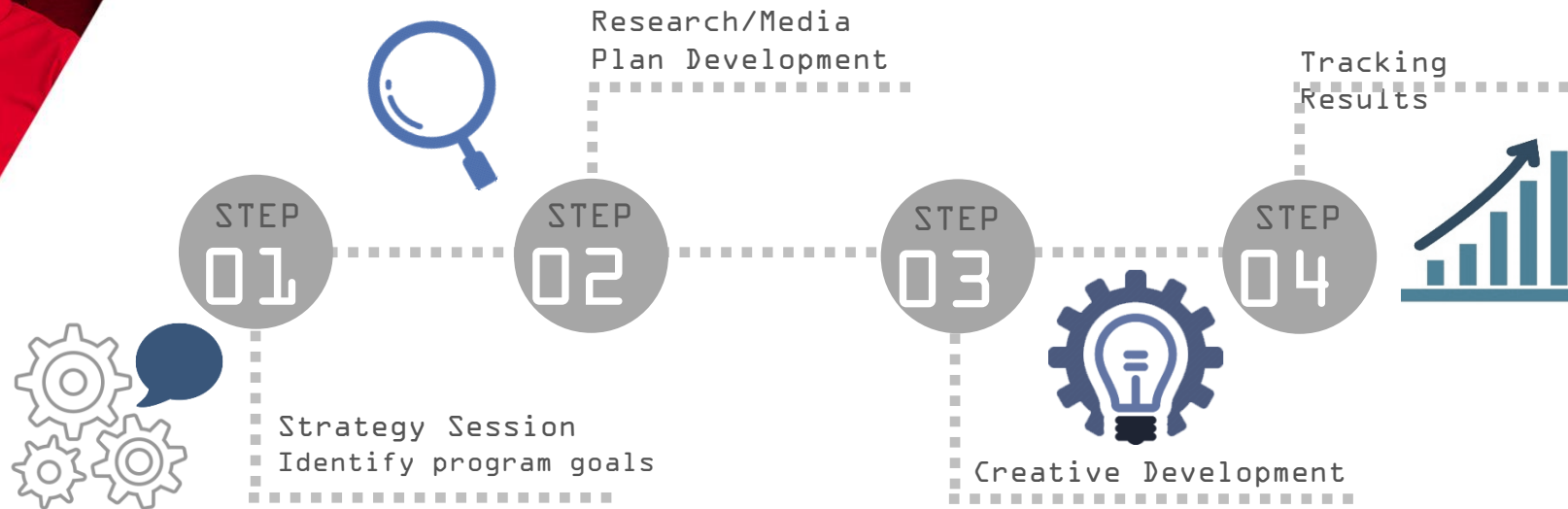
- Demographic information such as location, age, gender, and language.
- Interest and behavior categories, i.e. farming, teaching, parenting, coaching, singing, hanging out with friends, etc.
- Affinity categories, such as those things they're interested in, i.e. family and community, sports, outdoors, activism, etc.
- Websites frequently visited by identified key audience segments, and those that are similar





BEYOND THIS CAMPAIGN

Learfield News & Ag works to connect you to your audience and then build on that initial engagement through continued partnership. We strive to move with you as your offerings and your audience needs change. Through analyzing campaign metrics and determining what works and what needs improvement we continue to change up our offerings.





PROPOSED INVESTMENT

Investment Includes:

Google Display Ads

Snapchat Ads

TikTok Ads

Ad Production

Estimated Total Impressions: 1,500,000

Total Investment: \$15,000

TEAM OF EXPERIENCED PERSONNEL

Personnel	Description
John Baker	<i>Executive Vice President</i> Leads the Government Communications Team to achieving our long-term corporate goals following the company's mission to build the team, grow the company and have fun while loving and serving others.
Jean Neuberger CONTACT	<i>Account Executive</i> Works as the main point of contact for the state of Nebraska and manages the delivery and scheduling of action items throughout the campaign from the initial meeting through campaign wrap up meetings.

Amy Winder	<i>Director of Strategic Marketing</i> Develops strategies for marketing support tactics and oversees campaign implementation and tracking by team.	Myra Verslues	<i>Director of Sales Support</i> Manages the fulfillment team to ensure completion of projects, verifies contractual agreements and manages radio avails.	Doug Boyer	<i>Business Manager</i> Manages the financial aspect of the News/Ag division in terms of budgets, P&L and sales reports.
Laura Isenberg	<i>Graphic Specialist</i> Develops visual graphics with guidance from the DSM and ideation team.	Shelly Hemmel	<i>Sales Planner</i> Provides detailed order entry, contracting and fulfillment including specialized billing, invoice affidavits, log distribution results and tracks weekly sales and incentive updates.	Rita Steiner	<i>Financial Coordinator</i> Provides contract fulfillment with specialized billing, invoice affidavits, and log distribution results.
Parker Schulte	<i>Digital Content Specialist</i> Creates content for digital channels and is responsible for the placement, optimization, and reporting of digital ads.	Callie Rackers	<i>Sales Planner</i> Creates client specific campaign proposals and sales materials. Develops campaign summaries upon campaign completion.		
LT Tomlin	<i>Creative Director</i> Provides copywriting, voice overs, casting, and production.				
Jennifer Shinkle	<i>Research Analyst and Media Buyer</i> Pull third party research, pricing, estimated analytics and media usage reports as well as negotiate rates and				