



FY18 ODH – INFLUENZA (FLU)

Joyce Brown, Vice President

Influenza Campaign

Timeframe	October 23 – January 27, 2018
Goals	Educate Ohioans about the importance of getting a flu vaccine if you are 6 month or older, if you have any underlying health conditions, and older adults.
Targets	Parents with children 6 months+, older adults, those with underlying health conditions
Total Investment	\$400,000
Media Spend	\$384,000
Agency Fee	\$16,000
Mediums	<ul style="list-style-type: none"> • Broadcast TV • Cable TV • Digital Radio- Pandora • Digital Mobile Ads • Facebook • Radio

Media Mix

