

Nevada DHHS Problem Gambling Fund – Awareness Campaign



500 Ryland Street

Suite 300

Reno, Nevada 89502

Company Information

kps3.com

p: 775.686.7439

f: 775.334.4313



Hello.

TODAY'S MEETING

Agenda

- 1 About KPS3
- 2 Project Approach
- 3 Questions/Answers

SECTION 1

ABOUT KPS3



INTRODUCTION

About KPS3

Office Location

Reno, NV

500 Ryland St., Ste 300, Reno, NV 89502

Brief History

KPS3 is a full-service agency. We started in 1991 when our founder, a retired RN with an MBA and former marketing executive at Saint Mary's Hospital, decided one client wasn't enough. With an emphasis on public relations and traditional marketing, KPS3 has evolved over the years to provide services in all facets of marketing. Our team is a diverse group of individuals who strive to be the best in every aspect of their fields.

Employees

35

Years in Business

28

Leadership



Rob Gaedtke
President & CEO



Kevin Jones
COO



Stephanie Kruse
Board Chair

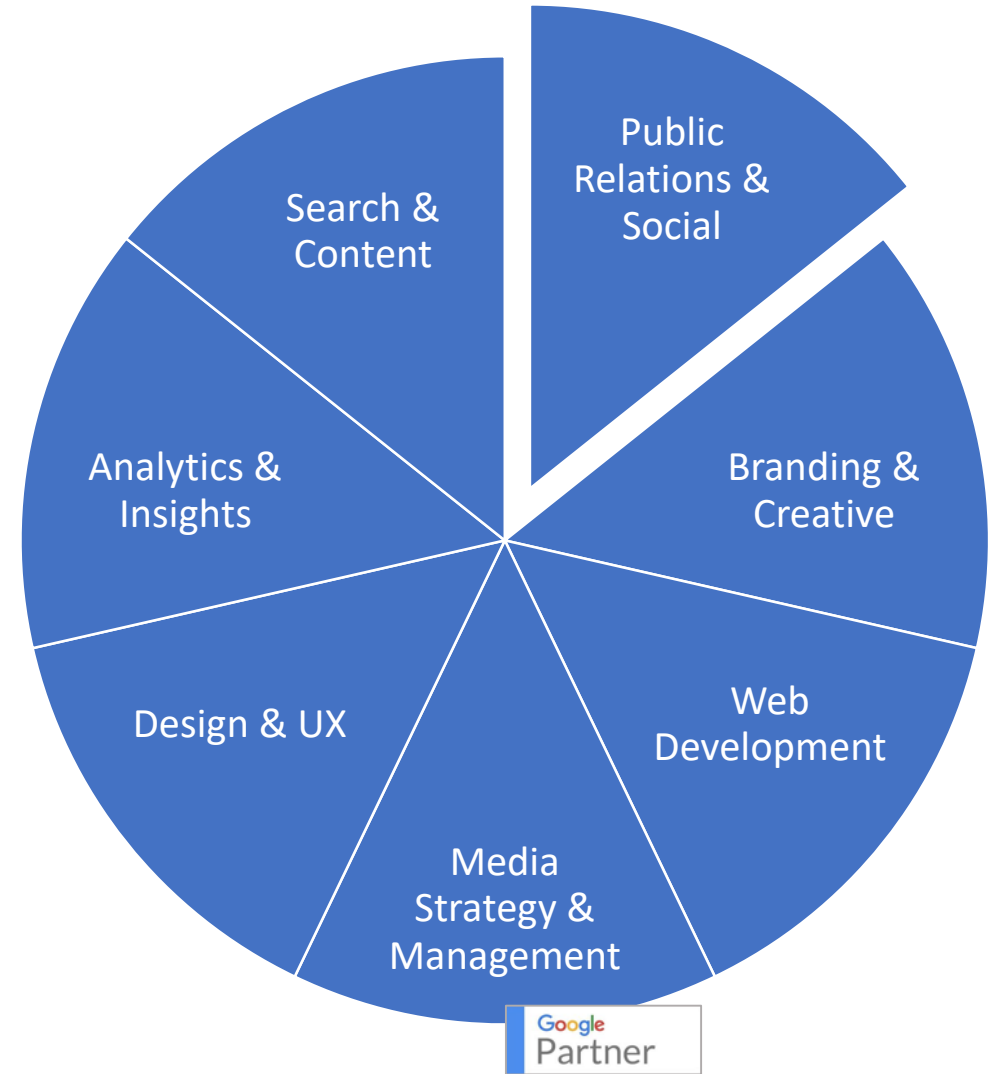
COLLABORATION

Working Together

Our Approach and Style of Work

We are 35 people across four divisions: marketing, technology, public relations & growth. With KPS3, you get access to all types of marketing specialists.

We believe in getting things done, being agile and never being too rigid. We ensure your needs are met.



STATE OF NEVADA

A Rich History with DHHS

We are very proud of the work we do with the Nevada Department of Health and Human Services:

- Listed as an approved vendor on the DHHS master services agreement since 2010
- Worked with numerous DHHS programs. Here are a few initiatives:
 - Tobacco Control
 - Nevada Women, Infants, and Children
 - Nevada Care Connection
 - Aging and Disabilities Services Division
 - No Wrong Door Campaign
 - Respite and Dementia Awareness
 - Nevada 2-1-1
 - Syphilis Outbreak Awareness
 - Cytomegalovirus Awareness
 - Nevada Worksite Wellness

In addition below is a sample of other state organizations we work with:

WASHOE COUNTY
HEALTH DISTRICT
ENHANCING QUALITY OF LIFE



KPS3 + Health

Since the beginning, KPS3 has been dedicated to public health initiatives. Our clients include:

Hospitals & Health Systems

- Cox
- McKesson
- North Inyo Healthcare District
- Orthopedic Specialty Hospital of Nevada
- Reno Orthopedic Clinic
- Renown Health
- Saint Mary's Regional Medical Center
- Sutter Health
- The US Oncology Network

Health Insurance Companies

- Preferred Health Care Network
- Saint Mary's Health Plans
- Hometown Health

Non-Profit Organizations

- Access to Healthcare Network
- Immunize Nevada
- Nevada Hospital Association
- Nevada Public Health Foundation
- Nevada Tobacco Coalition
- Donor Network West

Emergency Medical Services

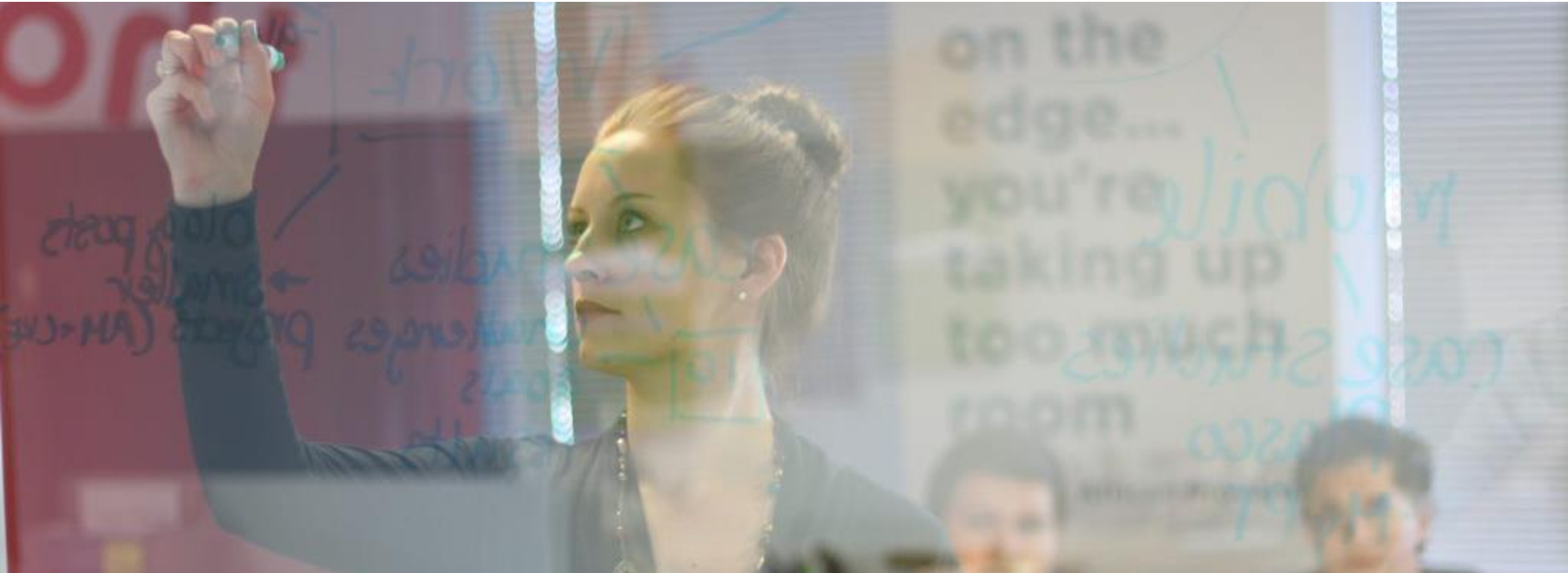
- American Ambulance Association
- Regional Emergency Medical Services Authority
- Sierra Emergency Medical Services Authority

Higher Education

- University of Nevada, Reno School of Medicine

SECTION 2

PROJECT APPROACH



Overview

Phase One: Now through June 2020

- Discovery and research
- Brand identity
- Marketing plan and media strategy
- Public relations, social media and content creation
- New marketing website and quiz development
- Analytics setup and reporting

Phase Two: July 2020 to June 2021

- Public relations, social and content (cont'd)
- Outreach plan and implementation
- Media management
 - Placing and managing media
 - Creative asset development
 - Ongoing reporting
 - Media hard costs



PROJECT APPROACH

Discovery & Research

- Conduct internal team and external partner interviews to discuss business objectives, target audiences and success metrics
 - Discuss any past and current initiatives to garner insights that will inform our marketing efforts
- Review audience research, web analytics, past campaign performance, etc. to gain additional insights
- Provide an industry assessment for similar campaigns in other states

PROJECT APPROACH

Brand Approach

Deliverables

- Guiding principles
 - Creative strategy
- Brand identity
 - Cohesive look and feel



Preferred Logo

The horizontal logo is the preferred, primary logo for the University of Nevada, Reno School of Medicine. This logo should be used whenever space permits. It includes the full name of the school and the logo symbol on the right of the black 'N' graphic "log." Though the full-color (CMYK) version is always preferred, the approved grayscale, black, reversed, PMS or alternate acceptable in situations in which there are printing constraints and legibility issues. A full logo package is available with a color palette.

The fonts used in the logo are Myriad Pro (for "University of Nevada, Reno") and Minion Pro (for "School of Medicine").

Please do not create, alter or use any other symbols as a replacement for University of Nevada, Reno School of Medicine logo. The primary and secondary logos are designed to be used consistently in the logo's relative size, positioning and color scheme are generated by rules created to maintain the brand's consistent identity. You must reproduce the logo from the electronic files when using the logo. When using to create or update from the original as an to keep the design in exact proportion. Contact School of Medicine's Office of Institutional Advancement for assistance if you need help revising the logo (marketing@unr.edu).

N University of Nevada, Reno
School of Medicine

Graphic Mark Logo





PROJECT APPROACH

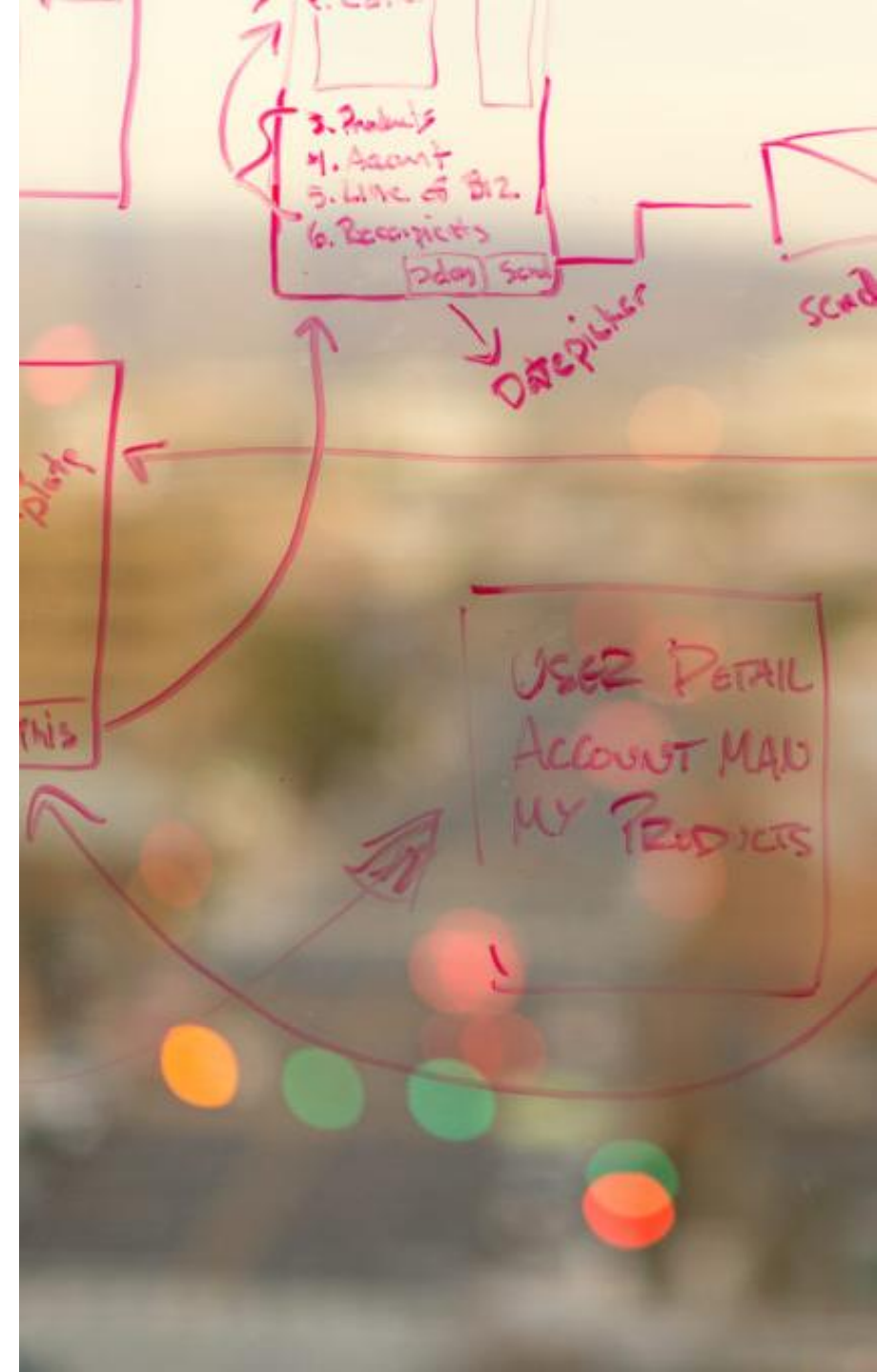
Marketing Plan & Media Strategy

- The marketing plan will provide the following:
 - A strategic framework for the actions moving forward
 - A media strategy to target our identified audiences
 - What is needed from a public relations, social media and content development perspective to meet the organization's objectives
 - A tactical, monthly framework for the strategy
 - Success metrics to ensure the marketing/media and comms efforts are bringing in qualified traffic to the website/quiz.

PROJECT APPROACH

Media Strategy

- Develop a media strategy based on business objectives, target audience, budget and success metrics
- Ongoing management of media to ensure its being spent efficiently and within budget
- Continual optimization of digital media strategy based on metrics
- Launch and manage media campaigns (and necessary creative assets) based on strategy
- Ongoing status meetings to report on performance



Strategic Comms Example Tactics

- Topline messaging document and talking points
- Ongoing PR/media relations and pitching
- Monitoring media opportunities, responding, facilitating media requests and tracking media
- Social media management, monitoring, responding and implementation
- Influencer/stakeholder engagement
- Content development and identifying new opportunities
- Coordinate and collaborate PR, social media and original content as a synchronized effort

TAKE THE QUIZ

Answer the following questions about your gambling activity in the last 12 months and gauge your risk level for problem gambling.

①	②	③
④	⑤	⑥
⑦	⑧	⑨



1) HAVE YOU BET MORE THAN YOU COULD REALLY AFFORD TO LOSE?

PROJECT APPROACH

Online Gambling Quiz

Deliverables

- User experience
 - Wireframes
 - Design
- Online quiz development
- Where to find help, news, blog content and contact information
- Launch and training
- Post launch

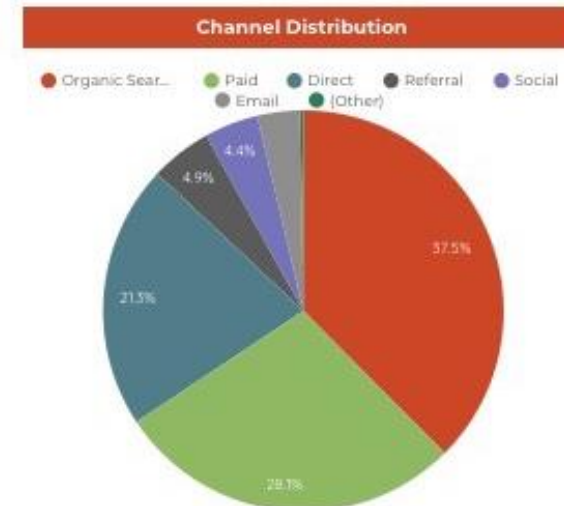
PROJECT APPROACH

Measurement

Monthly Measurement Analytics and Reporting

Measurement allows us to evaluate the success of our tactics and optimize as we go. We will fine-tune elements based on key performance indicators (KPIs).

We leverage Google Analytics for our web performance and Data Studio for our dashboard reporting. We primarily use Cision to track PR outputs and Falcon.io to track social media outputs.



Top 10 Referrers

Rank	Source	Sessions
1.	swirl.santamariavalley.com	158
2.	visitcalifornia.com	143
3.	producthunt.com	111
4.	centralcoast-tourism.com	100
5.	santamaria.com	84
6.	reddit.com	78
7.	news.google.com	55
8.	blog.arduino.cc	44
9.	we3travel.com	29
10.	linstagram.com	27

Phase Two – July 2020 to June 2021

Ongoing Work

- Continued PR, social media management and content development
- Outreach strategy to identify potential partnerships
- Digital online ad placements and/or traditional ad placements
- Design and launching campaign assets
- Ongoing reporting for Media and PR
- Web hosting/maintenance

Budget: Phase 1

Through June 2020

Deliverables	Costs
<ul style="list-style-type: none">Discovery & researchBrand identityMarketing plan & media strategyPublic relations, social media, contentNew marketing website and quiz developmentAnalytics setup & reportingWebsite hosting/maintenance (monthly hard costs)	\$100k

Budget: Phase 2

July 2020 to June 2021

Deliverables	Costs
<ul style="list-style-type: none">Public relations, social and content (cont'd)Outreach plan and implementationMedia management<ul style="list-style-type: none">Media hard costsPlacing and managing mediaCreative asset developmentOngoing reportingWebsite hosting/maintenance (monthly hard costs)	\$100k



PROJECT APPROACH

Long-term Partnerships

We believe in developing meaningful partnerships, with our experience and commitment to our client foremost. We've worked with many of our clients for over 20 years, and our team brings great longevity as well.

We have long been committed to the Nevada Department of Health and Human Services and the public health sector, and we would be honored to partner with your team to combat problem gambling in Nevada.

SECTION 3

Q/A

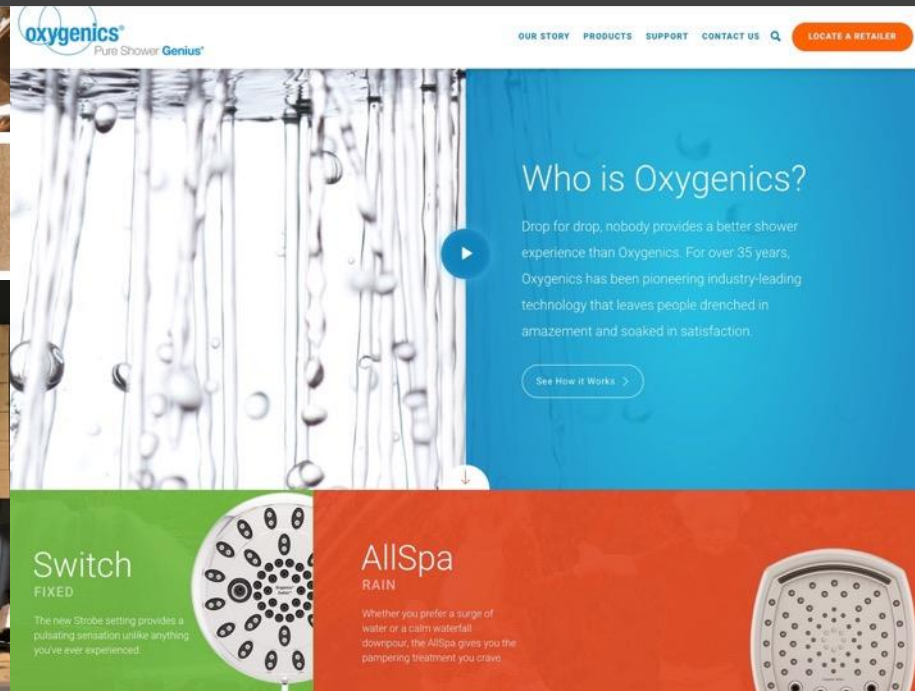


KPS3

Bring insights to life.

APPENDIX

CASE STUDIES



DHHS

Nevada 2-1-1

- Goal: Build awareness of the services available from 2-1-1 to Nevada residents in northern Nevada.
- Tactics: Included paid media placements throughout northern Nevada in targeted outlets, the development of collateral materials (including posters, rack cards, business cards, giveaway items) as well as a detailed higher education outreach effort.
- A similar campaign followed in southern Nevada at the conclusion of this campaign.

NEVADA 2-1-1 MISSION STATEMENT

**Our vision is to empower all Nevadans to achieve optimal self-sufficiency, health and well-being.
Our mission is to connect all individuals, families, and providers to essential health and human services information and resources.**



Get Connected
to the Resources
You Need



DHHS

Nevada 2-1-1 | Results

- **Print ads** - Featured in 10 northern Nevada cities. Printed 845K+ times with potential views of 2.1MM.
- **Radio** – Broadcasted in 15 northern Nevada cities. Played 5,600+ times with potential listens of 4.4MM.
- **Outdoor** – Placement included Elko, Carson City and Reno/Sparks. Estimated at almost 5MM impressions.
- **Digital** – Targeted across both English and Spanish audiences via display and digital radio ads. Drove over 10MM impressions with 10,000+ clicks to the website.
- **Additional activities**
 - Collateral materials – Printed rack cards, posters and business cards in both English and Spanish.
 - Higher education outreach effort – Partnership with northern Nevada’s community colleges and UNR.

DHHS

Aging & Disabilities

- Goal: Spread awareness and combat false stigmas surrounding dementia in Nevada.
 - Encouraged early screening and intervention
 - Produced helpful information on how to embrace life with dementia to those in need
- Tactics: KPS3 created an outreach plan and strategy, dementia awareness kits, public relations efforts, landing page and a targeted AdWords campaign.



HOME RESOURCES PROGRAMS ABOUT US

Select Language search

Living Well with Dementia and Alzheimer's

What is Dementia and Alzheimer's?


Dementia is an umbrella term for a number of distinct neurological diseases caused by plaques and neurofibrillary tangles, strokes, or other problems in the brain. Alzheimer's disease is one form of dementia and one of the most common, accounting for more than approximately 70% of cases. There are more than 30 identified forms of dementia besides Alzheimer's disease, including: (1) Frontotemporal dementia; (2) Lewy bodies disease; (3) Parkinson's disease; (4) Pick's disease; (5) vascular dementia. Some forms of dementia may be reversible, but for the majority including Alzheimer's disease, there remains no cure.

Symptoms include short and long-term memory loss, difficulties with problem-solving and performing step-wise tasks, and impaired communication abilities. The cognitive decline from dementia is significantly different from what is expected from normal aging and interferes with the completion of activities of daily living.

(Source: Nevada State Plan to Address Alzheimer's Diseases, 2018)


Early detection and prevention are keys to helping people with Alzheimer's and dementia live independently for as long as possible. Reducing stigma around dementia and Alzheimer's will help foster a more respectful, inclusive and supportive Nevada.

[LEARN MORE ABOUT ALZHEIMER'S](#) [DOWNLOAD DEMENTIA ROADMAP](#)




45,000 Nevadans with Alzheimer's

Currently, there are around 45,000 Nevadans living with Alzheimer's Disease. As lifespans increase, so will the number of new cases of Alzheimer's yearly.



169 Million Hours of Unpaid Care

In 2017, Nevada's caregivers provided over 169 million hours of unpaid care to people with Alzheimer's, totaling more than \$2 billion. That's \$243,855 per hour or \$67.73 per second!




50 Percent May be Undiagnosed

Currently, as many as half of people with Alzheimer's disease are not diagnosed. Doctors are often reluctant to give the diagnosis or fear the reaction.

Here are Ten Common Warning Signs of Dementia and Alzheimer's

1. Memory loss
2. Challenges solving problems
3. Difficulty completing tasks
4. Confusion
5. Trouble understanding visual images
6. New problems speaking or writing
7. Misplacing things
8. Decreased judgment
9. Withdrawal from social activity
10. Changes in mood



Here's where to find help

There are five Nevada Care Connection resource centers in Nevada. These centers provide one-on-one assistance to people with dementia and Alzheimer's, their caregivers and their families. If you have a family member or loved one experiencing warning signs of dementia or Alzheimer's, call now for information and assistance.

NORTHERN & NORTHEASTERN NEVADA

Access to Healthcare Network
(877) 861-1882

Serving Carson, Douglas, Mineral, Storey, and Washoe Counties/Eko, Eureka, Humboldt, Lander and White Pine counties

[EMAIL US](#)

SOUTHERN NEVADA

Nevada Senior Services
(844) 850-9113

Serving Clark, Esmeralda, Lincoln and Nye counties

[EMAIL US](#)

RURAL NEVADA

William N. Pennington Life Center
(775) 423-7096

Serving Churchill and Persimmon counties

[EMAIL US](#)

Lyon County Human Services
(775) 577-8009

Serving Lyon county

[EMAIL US](#)

Nevada Alzheimer's Information

- Alzheimer's Overview
- Alzheimer's Research
- Dementia Library
- Head-to-Head With...
- WIC Care Options
- Caregiver Support

Search NV 211 Directory



LOGIN FORM

Username

Password

Remember Me

[LOGIN](#)

[Forgot your password?](#)
[Forgot your username?](#)
[Create an account](#)

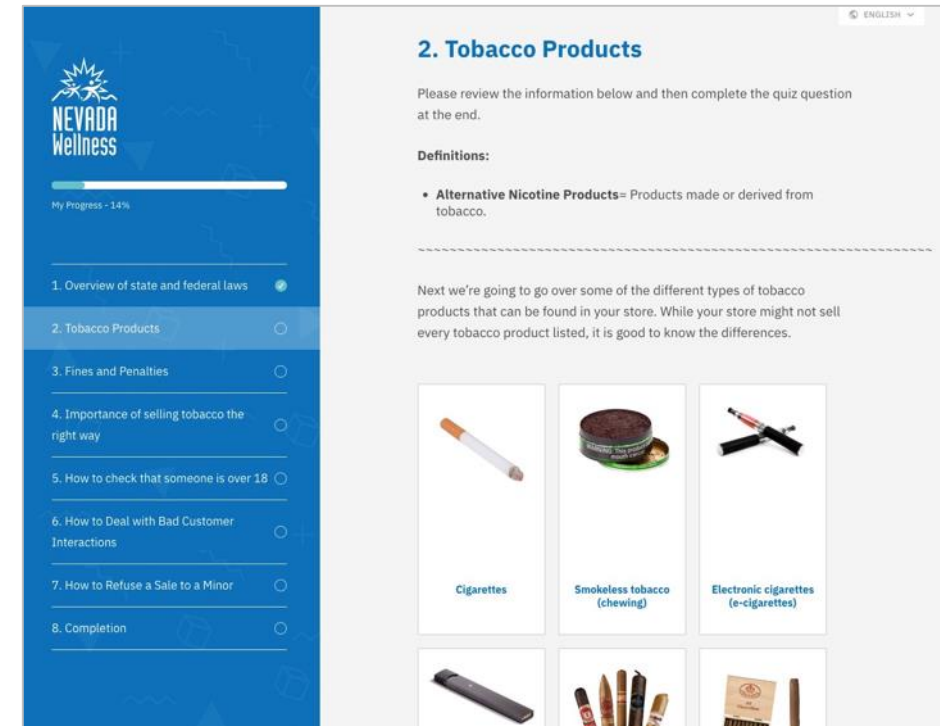
DHHS

Aging & Disabilities | Results

- **Public relations** – Resulted in a total reach of over 600K on social media and the combined average unique visitors to the websites that posted our press release or ran articles was more than 286K.
- **Digital** – Landing page launched with digital media strategy implemented. This generated over 17K impressions with 1,150+ clicks to the landing page. This resulted in 200+ PDF and Roadmap downloads.
- **Dementia awareness kits** – Created 100 social media one-sheets, 1,000 rack cards, 2,500 printed Dementia Roadmap booklets, and branded giveaway items which included a 28-piece puzzle book.

Tobacco Control Program

- Goal: Provide an online tool for tobacco merchants to train their staff on Nevada's tobacco laws and how to successfully avoid selling tobacco to minors.
- KPS3 created a marketing site, quiz and certificate of completion that are easily updateable via the CMS.
- DHHS wanted real-time statistics on how people were using the tool.





OUR PATIENTS ARE OUR PRIORITY

DEDICATED CREW
Care Flight crews are highly-trained, professional teams of medical and aviation professionals with expanded scope of practice and additional training, whose crews are ready to provide the same evidence-based healthcare on the ground and in the air.

SEE A REPUTED DISPATCHER
As Care Flight, our flight attendants are highly-trained, professional who work with the same level of dedication and expertise as our ground-based dispatchers. Advanced Care Flight is an integral part of an exceptional network of services by the international Academy of Emergency Dispatch.

100% & 100%
The 100% mark is provided as a benchmark of care in every flight, every crew, every mission.

SAFETY ABOVE ALL ELSE
Care Flight crews are highly-trained, professional who work with the same level of dedication and expertise as our ground-based dispatchers. Advanced Care Flight is an integral part of an exceptional network of services by the international Academy of Emergency Dispatch.

2 NEWS
NEWS WATCH LIVE VIDEO WEATHER SPONSORS

Someone 2 Know: Adam Heinz
This week, people are honoring dispatchers, and our Someone 2 Know knows how important the work is.

Code Martin Selected for NBA Draft by Charlotte Hornets
10 hrs, 50 mins ago

Los Angeles Lakers Reach Agreement With Jordan Clarkson
2 hrs, 46 mins ago

Crews Responding to Refinery Crash on SR 26
11 hrs, 25 mins ago

News Police Arrest Man on Murder Charge
4 hrs, 17 mins ago

NEW ARRIVAL SALE UP TO 40% OFF

It is Public Safety Telecommunications Week, and our Someone 2 Know knows how important the work is. Adam Heinz oversees some of our region's first responders - the men and women who answer our calls during an emergency at REMSA.

To Have and To Hold
Remsa's Art Collection

FIRST RESPONDERS

REMSA

- We have worked with REMSA since 1991 on its strategic marketing and public relations efforts.
- KPS3 has helped REMSA with its brand reputation, garnering media coverage locally, regionally and nationally, including a complete website redesign.
- We have also developed strategic messaging and plans for REMSA. KPS3 branded, launched and advertised a new and innovative non-emergency nurse help line, which was funded through a Health Care Innovation Award from the federal government.