



WHAT WILL IT TAKE  
**CITY OF SAN ANTONIO**  
**CAMPAIGN REPORT**  
**PHASE I & PROPOSAL**  
**2021**

# CREATIVE CAMPAIGN

## OVERVIEW

We developed a campaign with lasting power and not focused on ever changing day to day messaging. Created a comprehensive strategic plan and Creative Brief based on insights to message to San Antonio marginalized populations safety measures to follow amidst the COVID-19 pandemic. Strategic Planning and Creative Development took place July - October of 2020.

- Developed messaging to encourage behavioral change among key target audiences
- Tone was empathetic and urgent
- Photo Based advertising representative of our community - vital given SA's 25% illiteracy rate and 12.5% being functionally illiterate
- Clear call to action





## CREATIVE CAMPAIGN: How It Came to Life

Launched a holistic creative bilingual campaign anchored by a music program, grassroots efforts, social media strategies, influencer program and strategic digital ad buying to saturate the market. Launch Plan from end of October - December 2020.

- Created a strong emotional connection via a robust music program as music scores high in our community.
- Produced over 300 pieces of Creative elements to be seen around the city. These included but were not limited to Print Ads, Radio, TV, Digital, OOH, Bus Shelters, Door Hangers, Taco Bags, Street Banners, Yard Signs, Flyers, Posters, Mask Cards
- Developed a Strategic Grassroots Plan in **D1-D7** to reach marginalized communities
- Worked Closely with COSA departments to add campaign elements to existing programs and utilize all available assets
- Worked with LBRB to develop a strategic Digital Ad Buying Plan
- Created a comprehensive Social Influencer Campaign
- Coordinated a Street Team Program targeting millennials social gathering places in a **wide range of districts**





# CREATIVE CAMPAIGN: TARGET AND SEASON SPECIFIC

## Millennials



YOU HAVE THE POWER TO SLOW THE SPREAD

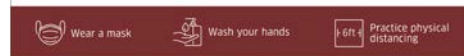


Call 311 for support and resources related to COVID-19  
covid19.sanantonio.gov #DontForSA

## LGBTQIA+



YOU HAVE THE POWER TO SLOW THE SPREAD



Call 311 for support and resources related to COVID-19  
covid19.sanantonio.gov #DontForSA

## Spanish Speaking



TU TIENES EL PODER DE CONTROLAR LA PROPAGACIÓN



Llama al 311 para apoyo y recursos durante el COVID-19  
covid19.sanantonio.gov #HazloPorSA



TU TIENES EL PODER DE CONTROLAR LA PROPAGACIÓN



Llama al 311 para apoyo y recursos durante el COVID-19  
covid19.sanantonio.gov #HazloPorSA



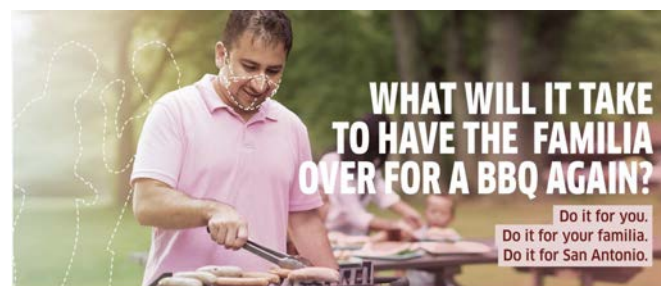
YOU HAVE THE POWER TO SLOW THE SPREAD



Call 311 for support and resources related to COVID-19  
covid19.sanantonio.gov #DontForSA



Call 311 for support and resources related to COVID-19  
covid19.sanantonio.gov/Halloween #DontForSA

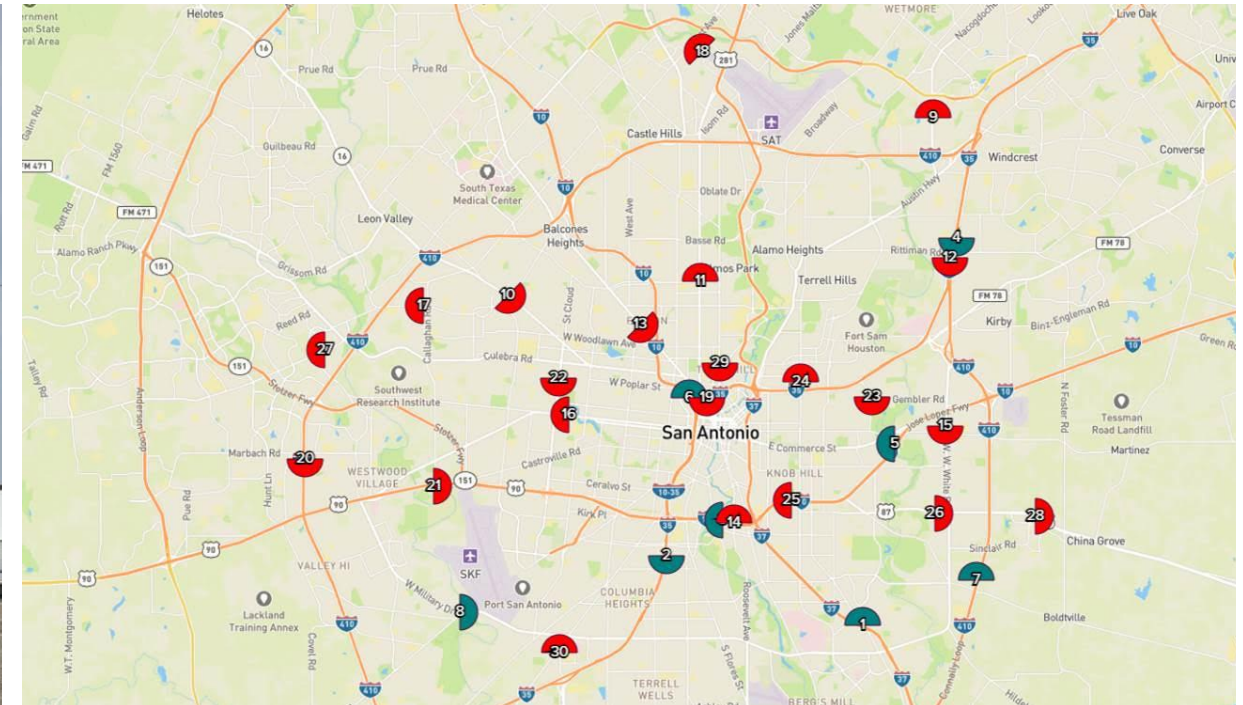


Call 311 for support and resources related to COVID-19  
covid19.sanantonio.gov #DontForSA



## CREATIVE CAMPAIGN: OOH LOCATION MAP

- Strategic locations **Bulletins (blue)** and **Posters (red)** placed throughout the city.





## CREATIVE CAMPAIGN: MUSIC PROGRAM

Collaborated with 6 diverse San Antonio musicians. Each musician was given creative guidelines to follow and asked to write a song. Each song had an accompanying video that were incorporated into TV, radio and digital ads. In addition, print and static ads were created for each artists and artists posted on their social media platforms.

- Andrea Vocab Sanderson
- Michael Carrillo
- Alyson Alonzo
- Azul Barrientos (Spanish)
- Shelly Lares (Spanish)
- Santiago Jimenez (Spanish)

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## DIGITAL SOCIAL MEDIA AD BUYING PERFORMANCE

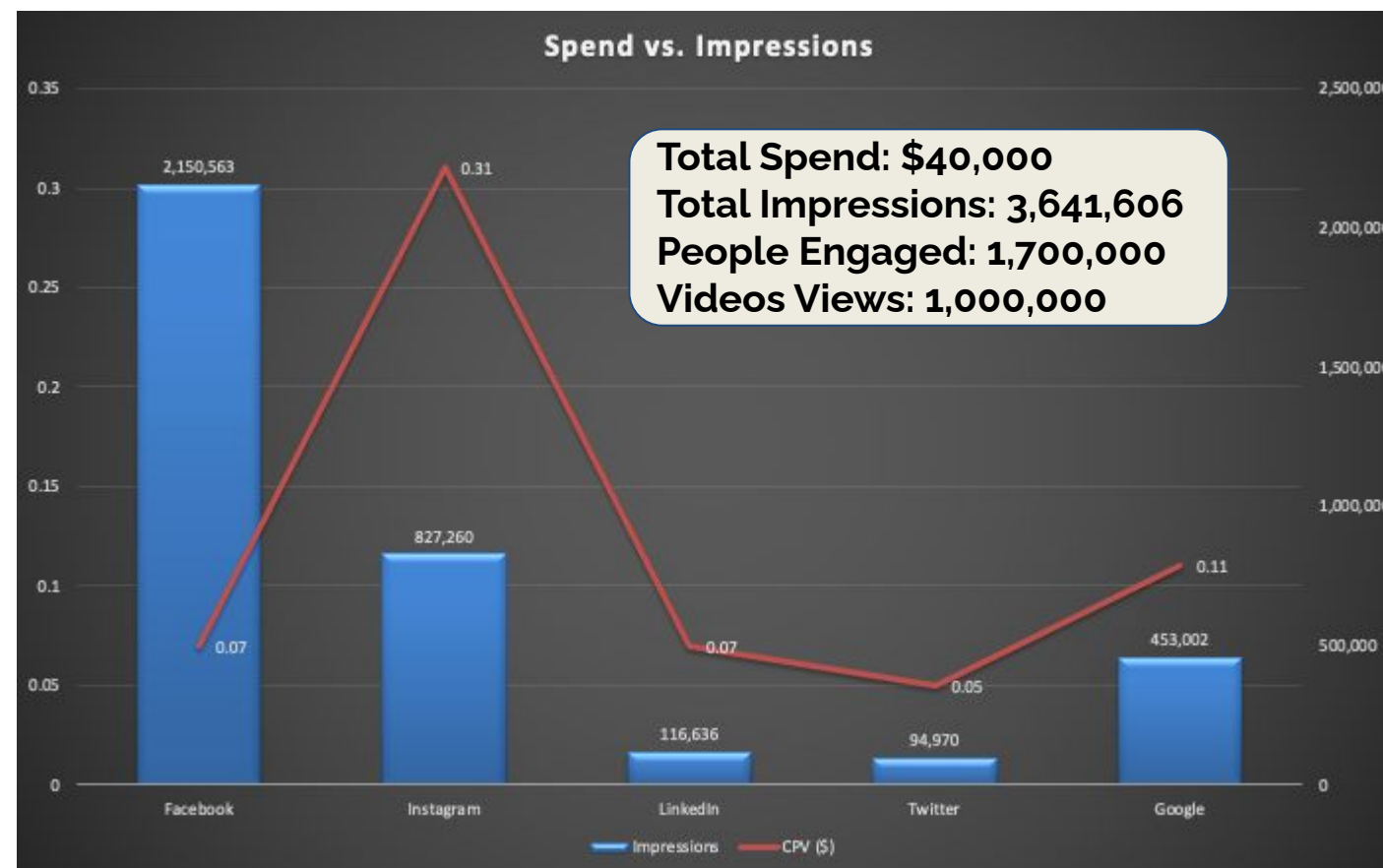
The social media advertising yielded 3.6 million impressions and engaged with 1.7 million people across San Antonio. Videos were viewed over 1 million times.

Across all social channels, Facebook was the largest investment and yielded the largest impressions / engagement, followed by Instagram and YouTube.

CPV (Cost per Visit) is depicted on the red line in the graph. The average \$0.07 CPV showed a great ROI across social channels.

Data showed us that 74% of all ads were viewed on a person's mobile phone (iPhone, Samsung, etc).

|           | Impressions | % of Total Impressions |
|-----------|-------------|------------------------|
| Facebook  | 2,150,563   | 59%                    |
| Instagram | 827,260     | 23%                    |
| LinkedIn  | 116,636     | 3%                     |
| Twitter   | 94,970      | 3%                     |
| Google    | 453,002     | 12%                    |



# DIGITAL AD BUYING PERFORMANCE BY GENDER & AGE

## Female vs. Male: Females Dominated Overall Impressions

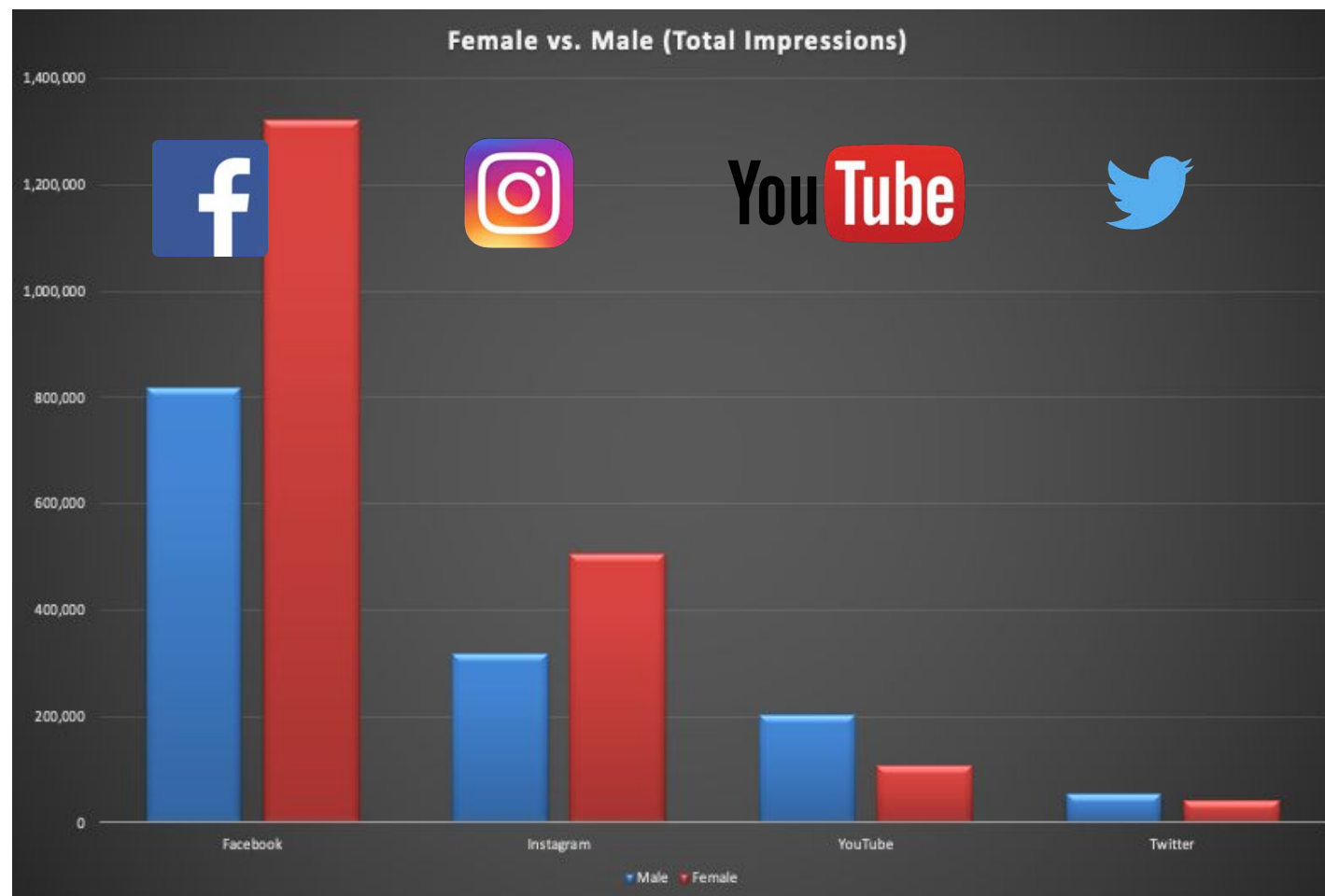
Facebook and Instagram engagement leaned heavily towards women at a higher rate.

YouTube/Google leaned towards a male audience.

For **Facebook**, we saw peak performance in the **25 - 34** and **35 - 44 age groups**. Age groups **45 to 65+** also performed well on Facebook.

For **Instagram**, we saw peak performance in the **25 - 34** and **35 - 44 age groups**. Next we saw high engagement in the **18 - 24** and **45 - 54** age groups.

For **YouTube**, we saw peak performance in the **18 - 24 age group**, followed by consistent engagement from **25 and up** age groups.





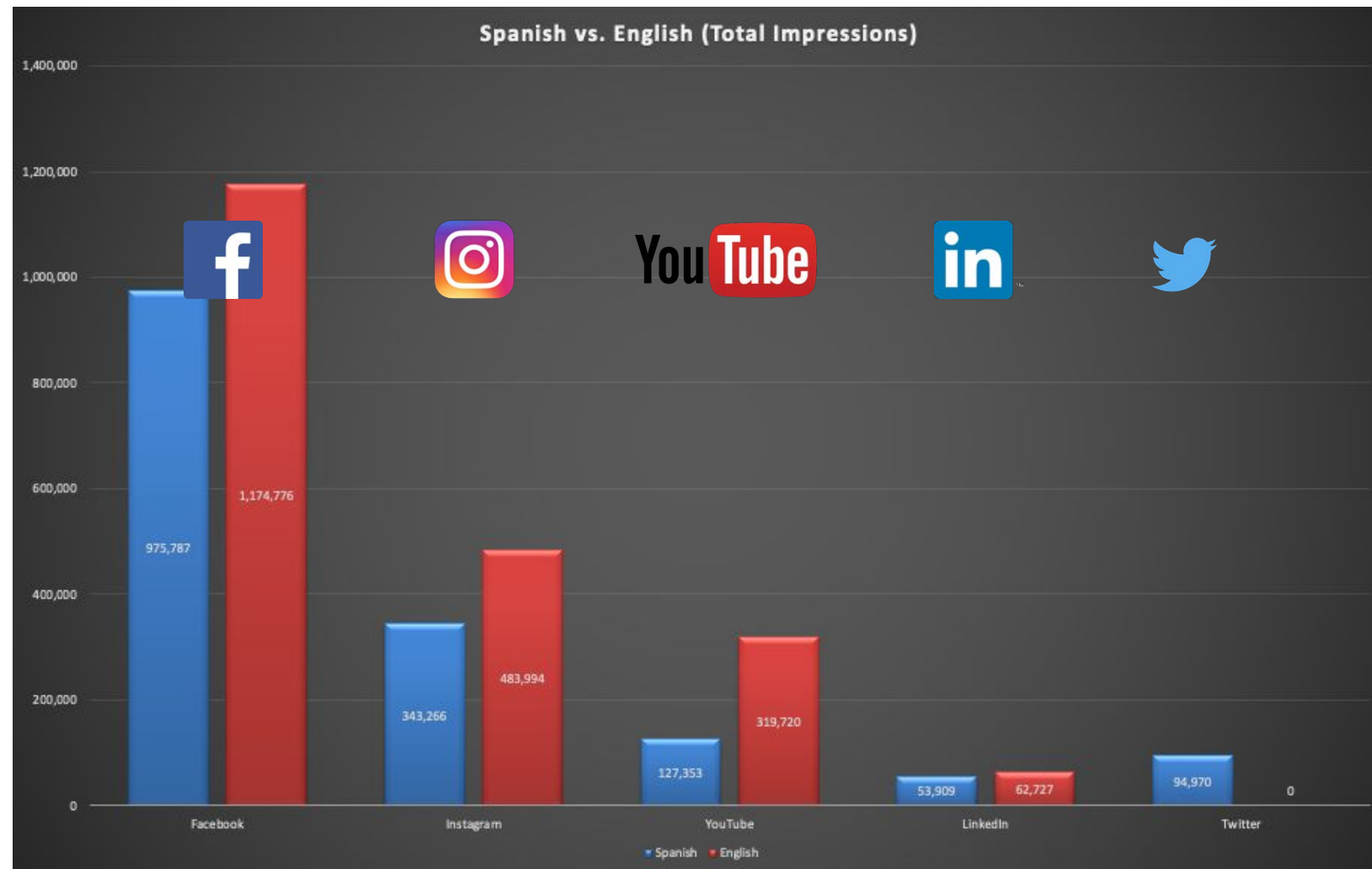
## DIGITAL AD BUYING PERFORMANCE BY LANGUAGE

**Spanish and English impressions on Facebook were more than half of all impressions across all social media channels.** Ads in English are depicted by the red bars. Ads in Spanish are depicted by the blue bars.

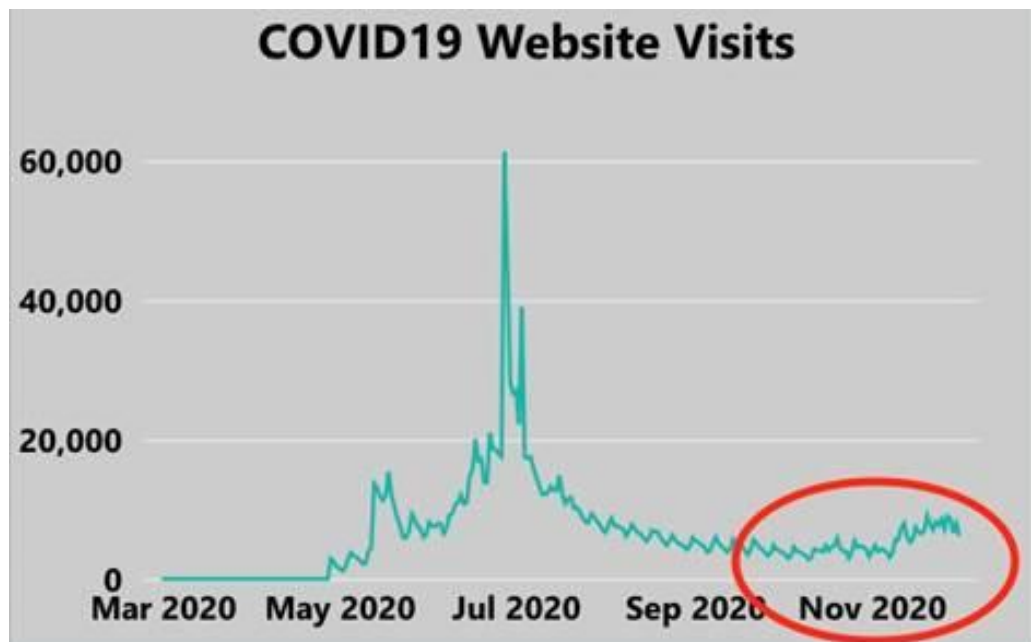
**Ads in English led all impressions across Facebook, Instagram, YouTube, and LinkedIn.** We did not see Twitter ads in English since we had trouble getting our ads approved prior to cutting it mid-campaign.

**We determined that ads in English and ads in Spanish are necessary for running campaigns in San Antonio.**

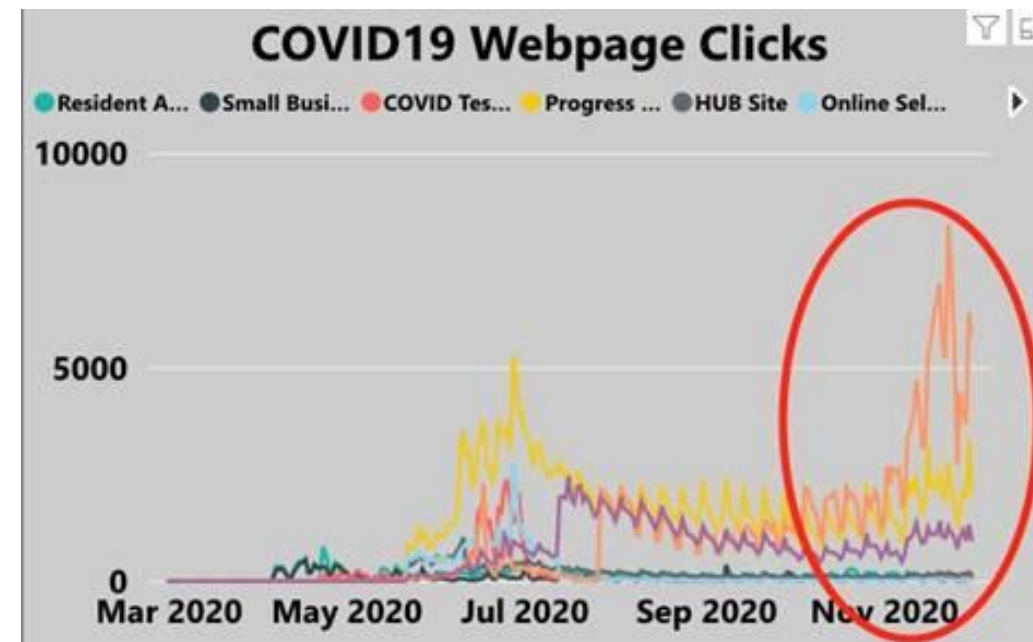
|           | Spanish | English   |
|-----------|---------|-----------|
| Facebook  | 975,787 | 1,174,776 |
| Instagram | 343,266 | 483,994   |
| YouTube   | 127,353 | 319,720   |
| LinkedIn  | 53,909  | 62,727    |
| Twitter   | 94,970  | -         |



## COSA COVID-19 Website Visits During Campaign



COVID Portal traffic more than doubled in the month of November; from an average of 4,000 visits a day to an average of over **9,000 visits per day**.



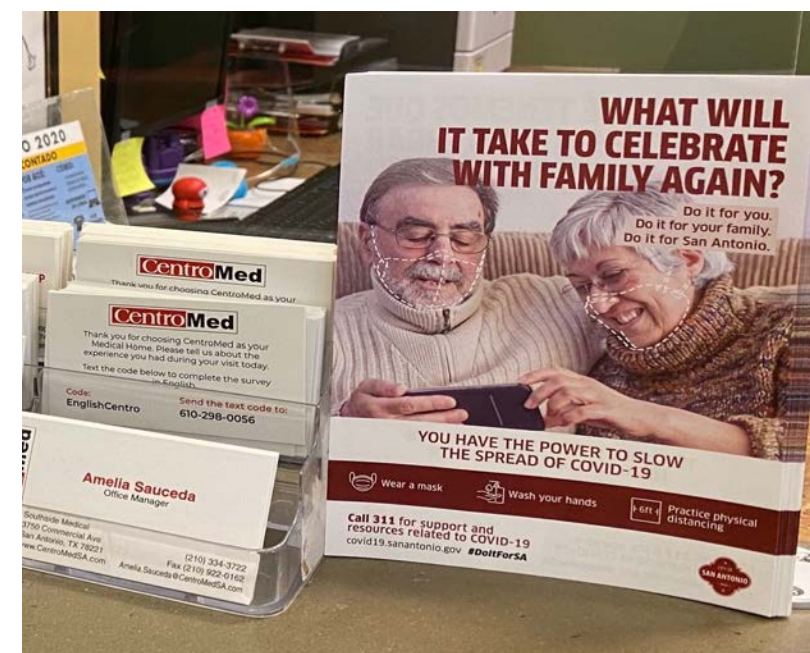
COVID Testing Site **traffic tripled** in November; from an average of 2,700 visits to an average of over 6,200 visits per day with a **peak** on Monday Nov 23<sup>rd</sup> of **8,317 visits**.



## GRASSROOTS PROGRAM

The grassroots team delivered over **21,000 flyers and posters** in English and Spanish to organizations that serve marginalized communities across Districts 1-7. Among the organizations many included churches, food distribution centers and schools. A **Digital Toolkit** was created so that HOAs, nonprofits and community organizations could easily download and access all English and Spanish campaign materials.

- Worked with Archdiocese of San Antonio to identify churches located in **Districts 2-7**. Over **5,000 flyers** were distributed across **25 churches**.
- Worked directly with Meals on Wheels to distribute **7,000 flyers** to residents.
- Worked with UTSA, St. Phillips, San Antonio College, Palo Alto, Northwest Vista, SAISD, Harlandale ISD, Edgewood ISD and South San ISD to share campaign materials. Delivered **4,500 flyers** to Edgewood ISD and South San ISD.
- Shared materials with over **400 Promotoras** at Northwest Vista
- Distributed **1,500 flyers** to San Antonio College, Palo Alto and St. Phillips pop-up food markets
- E-blast to **80+ COSA Neighborhood Leadership Academy graduates** encouraging to share information with neighbors on NextDoor and other digital platforms.
- English/Spanish graphic placed in SAWS December billing and distributed to **thousands** of residents across the city.



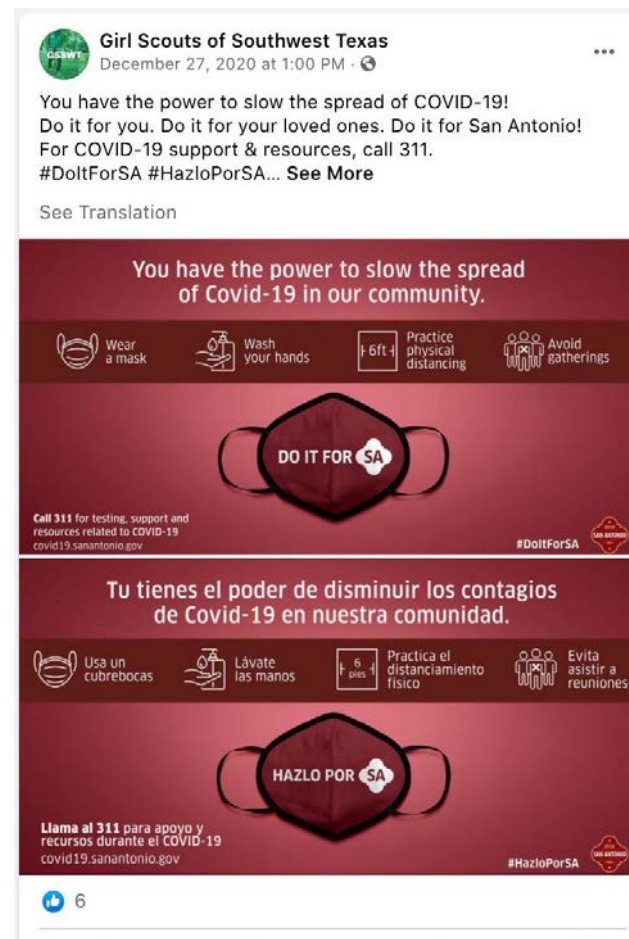
## GRASSROOTS PROGRAM - Community/Non-Profit Organizations

A comprehensive plan to target nonprofits that serve residents in Districts 1-7 was developed and over 15,000 flyers were distributed. Nonprofits and other organizations received the COSA Media/Community Digital toolkit to share campaign materials in newsletters, social media, and other digital engagements.

### Organizations include:

**Nonprofits:** Boys & Girls Club, San Antonio Food Bank, YWCA, Good Samaritan, Guadalupe Cultural Arts, Fuerzas Unidas, Family Service Association, Esperanza Center, Disability San Antonio, Catholic Charities, Domésticas Unidas, Family Violence Prevention Services, Excel Beyond the Bell, Pride Center, Girl Scouts - Westside Leadership Center, SAY Si

**Other:** San Antonio Hispanic Chamber of Commerce, San Antonio Chamber of Commerce, LGBT Chamber of Commerce, South San Antonio Chamber of Commerce, West San Antonio Chamber of Commerce, Pica Pica Plaza, Brooks City Base, VIA, CPS Energy, CentroMed, CommuniCare





## Internal Coordination with COSA City Departments

Worked directly with COSA Departments to utilize available resources and share campaign graphics and messaging with focus in **Districts 1-7**. All materials were provided in English and Spanish.

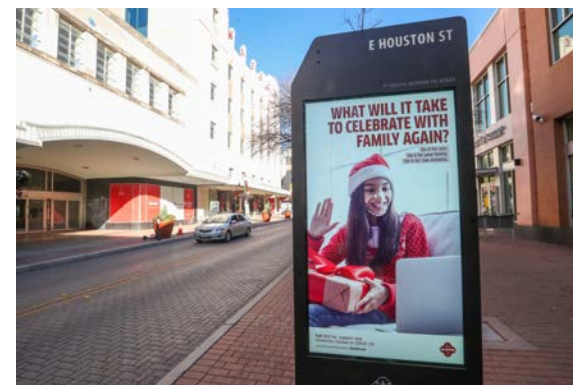
### Metro Health

- CHP team distributed **4,000 flyers** in Districts 1-7
- Metro Health's Food and Environmental Program distributed **500 posters** and **10,000 Bilingual Taqueria bags**
- **311,000 Bilingual Door Hangers** distributed to 50K or less HHI
- **Parks and Recreation**
  - **500 yard signs** placed in over 225 City parks and all greenway trails in Districts 1-10.
  - **20 posters** placed in open Community Centers, Natatorium and McFarlin Tennis Courts
- **Airport**
  - Graphics – airport monitors
  - Music jingles played over audio system
- **City Libraries**
  - Graphics – library monitors
  - **4,000 flyers** distributed with book checkout in Districts 1-7



## Internal Coordination with COSA City Departments

- **GPA**
  - Developed Community/Media Toolkit with links to campaign music videos, audio files, printed materials, digital graphics, and templates for organizations to easily share with members.
  - Email to **300+** HOAs
  - Targeted two NextDoor posts in **Districts 1-7**
  - Rotated music videos to play on **TVSA**
  - Graphics placed on **7 digital kiosks**
  - Graphic placed on **Alamodome Marquee**
- **Other**
  - Two e-blasts sent to over **1,500 places of worship** by the COSA Faith Based Liaison
  - Email from Metro Health Equity Officer to **85 organizations** on distribution list



## Community/Media Toolkit

- » [What Will It Take?](#)
- » [Music Video & Audio Files](#)
- » [Printed Materials](#)

### What Will It Take?

Ahead of the holiday season, the City of San Antonio has launched a new campaign efforts in areas that have been most impacted by the pandemic. The What Will It Take campaign also features original songs from local performers Alyson Alonzo, Shelly. The graphics and resources on this page can help you do what it takes to slow the spr

**Stay Safe:** View [guidance about celebrating this holiday season](#).

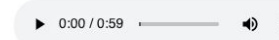
### Music Video & Audio Files

#### English

What Will It Take? - Alyson Alonzo



Download Audio File:



Poster: Alyson Alonzo (JPG, 668KB)




## GRASSROOTS PROGRAM - Leveraged Relationships In the community


**H-E-B TV:** Rotated 4 campaign videos in **English in Spanish** in all partner break rooms in the region reaching up to **80,000** H-E-B employees

**Majestic and Empire Theatres:** Majestic and Empire theatres both included campaign messaging on their marquees in downtown San Antonio

**Historic Pearl:** Partnered with Pearl to post on their instagram channel: The post had a total of: **4,717 views**, 196 likes, 9 comments 19 shares, **16,952** impressions. The @historicpearl account currently has a follower reach of 135k followers

**Mexican Consulate:** Reached out to Consul General of Mexico Ruben Minutti Zanatta to record a video in Spanish for the community. Worked with their team for video and photos to to be posted on COSA and Consulate's digital channels. Worked with the Consulate's team for language alignment on the campaign.


historicpearl



0:28

4,719 views • Liked by lauraelizabethm and felizmodern

historicpearl Ahead of the holiday season, the City of San Antonio has launched a new campaign entitled What Will It Take, which urges... more

View all 9 comments

wideawakecreative 🍷🍷  
marthation @lauraelizabethm @michelle99 @cosagov  
November 24, 2020


Consulado General de México en San Antonio


Dec 9, 2020

¡No bajas la guardia! ¡Tú tienes el poder de disminuir los contagios!

😬 Usa cubre boca  
🧼 Lávate las manos  
👐 Practica la distancia social

Hazlo por ti. Hazlo por tu familia. Hazlo por SA. ❤️

#DoltForSA #HazloPorSA  
City of San Antonio - Municipal Government  
SRE Mayor Ron Nirenberg  
See Translation



Call Now

## Campaign Mask Distribution to City Leaders

Organized delivery of over **1,500 English and Spanish “DO IT FOR SA” “HAZLO POR SA” masks** to organizations across San Antonio and **leveraged relationships with community leaders**. Distributed **250 packages** with personal notes and **over 50 leaders** have shared photos on social media encouraging residents to wear a mask and follow CDC guidelines.

I miss what is PURO San Antonio- greeting friends and family with a hug - un gran abrazo. I cannot wait to hug my friends again... but today, tomorrow and for the months to come I will **#DoltForSA** and wear a mask.  
**#HazloPorSA**



**Michelle Shaw is with Cruz Shaw.**  
Dec 23, 2020 · 🌐  
Yesterday's covid case count was horrendously high. Please do not let your guard down, mask up SA!  
Thank you to my amazing friend **Martha L. Martinez-Flores** for being a part of this campaign and fo... See More



**Mike Flores is with Rose Reyes and 12 others at The Alamo Colleges District.**  
Nov 24, 2020 · San Antonio · 🌐  
What will it take to resume our normal life? We hope San Antonio stays safe during the holidays. Wear a mask and avoid large gatherings. Do it for you, do it for your familia, do it for our students, do it for our city. **#DoltForSA #cityofsanantonio #AlamoProud #HazloPorSA**



👍❤️🔥 108 4 Comments 1 Share

**iamchefjohnny**  
Posts  
iamchefjohnny  
Liked by marthation and 480 others  
iamchefjohnny Mom knows best! be extra careful today **#DoltForSA #HazloPorSA #sanantonio**  
View all 20 comments  
voladormexico wonderful campaign, beautiful photo !! We send you greetings from all La Banda Voladora  
Abrazos Johnny!!!



**Estelle Alvarez Rodriguez is with A.J. Rodriguez.**  
Dec 3, 2020 · 🌐  
Do it for SA!  
Mask up, folks!  
Hazlo por San Anto!  
🙏🙏🙏  
**#DoltForSA**







## INFLUENCERS

To expand COVID-19 information and safety awareness, our team identified a total of 10 notable regional and local influencers amounting to a total of **188.2K** followers to promote across channels such as **TikTok** and **Instagram**. Every influencer delivered 2 static posts, 3 stories and was allotted a budget of \$100 to boost their first post to a set target demographic. Do It For SA masks were hand-delivered to every participant to maintain consistent messaging across social feeds. Influencers targeted marginalized communities and millennials. Our efforts and coordination resulted in:

- 20 static posts
  - **182,261 Impressions**
  - **8,835 Engagements**
    - 8,408 Likes
    - 427 Comments
- 30 stories
  - **20,014 Impressions**

# WHAT WILL IT TAKE TO HANG OUT WITH FRIENDS AGAIN?

Do it for you.  
Do it for your community.  
Do it for San Antonio.



YOU HAVE THE POWER TO SLOW THE SPREAD



Wear a mask



Wash your hands



6ft+ Practice physical distancing

Call 311 for support and  
resources related to COVID-19  
[covid19.sanantonio.gov](https://covid19.sanantonio.gov) #DoltForSA

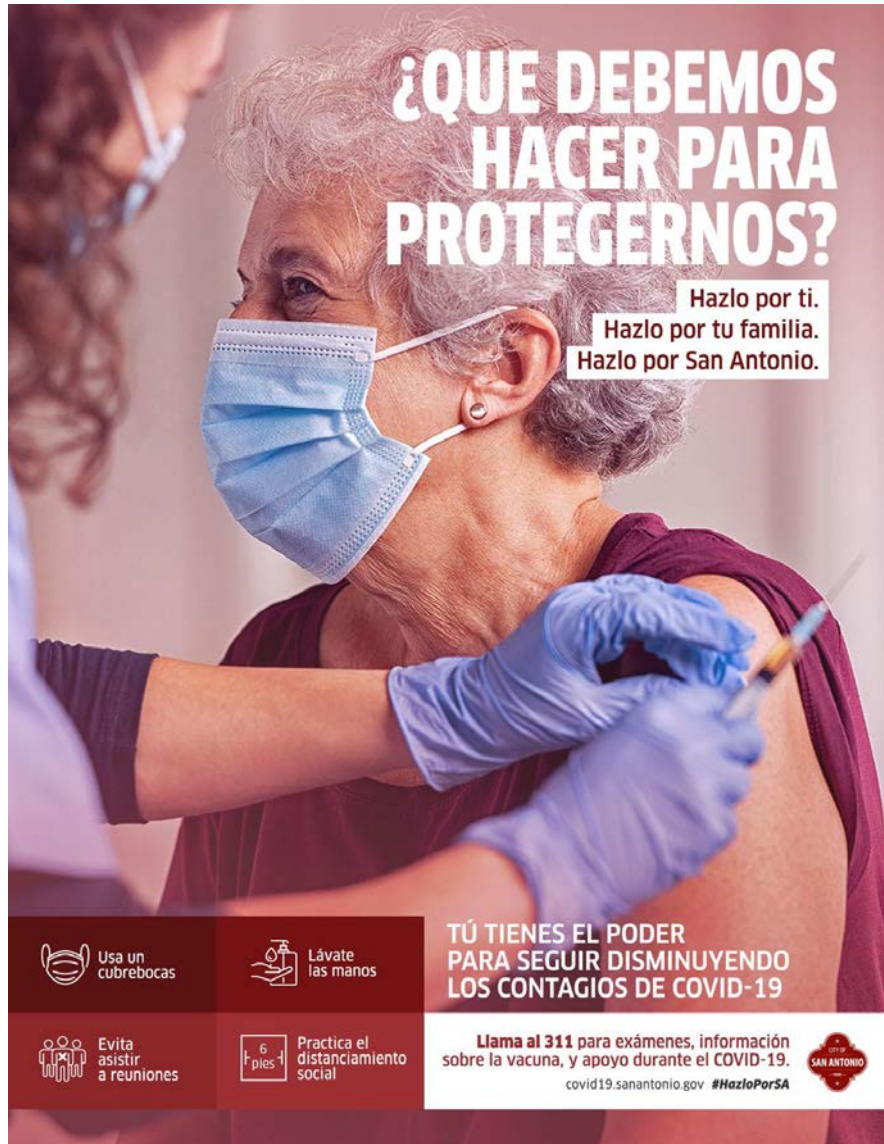


## STREET TEAM

Our "What Will It Take?" street team of 3 visited venues in November and December for a total of 7 outings to target audiences that are less likely to follow COVID-19 safety protocols such as millennials and adults below the age of 45. Our grassroots efforts resulted in:

- Mask distribution across **42** venues around San Antonio in the following areas of SA:
  - North Side
  - Central San Antonio
  - East Side
  - Southtown
  - West Side
- A total of **946** DO IT FOR SA masks distributed
- 250 flyers distributed and placed throughout venues
- The #DoltForSA hashtag on Instagram now holds **100+** posts utilizing the branded campaign masks





## 2021 CAMPAIGN EXTENSION

The “What will it take” Campaign has only been in the community for 2 months. We saw a strong engagement but we can achieve more. We propose to develop a continuation plan for targeting the same marginalized communities. New messaging will focus on Vaccine Information and continued Safety Measures.

We understand the demand is greater than supply at the moment so we are looking at launching in March. We are considering “bridging” messaging with pre-vaccine language as we wait for supplies. (Patience while following safety protocols)

2021 strategies include, but are not limited to:

- Continue Strategic Digital Ad Buying and Analytics
- Show multigenerational images of families in creative to drive messaging of priority age groups
- Create a Music Extension Program (TV, Radio, Digital)
- Create a much more targeted Influencer Program
- Continue Enhancing the Grassroots Program



## MUSIC PROGRAM EXTENSION

Continue promoting and airing the first set of Musicians and add 3 additional ones to focus on vaccine messaging.

- 3 musicians will create a song around COVID-19 Vaccine and keeping the city safe to be recorded in their own homes and shared across their channels along with COSA and creative partner's channels
  - Focus on vaccine messaging with Little Joe who recovered from Covid-19
  - Musicians being considered: Little Joe Hernandez, Moipei Sisters, Mariachi Group







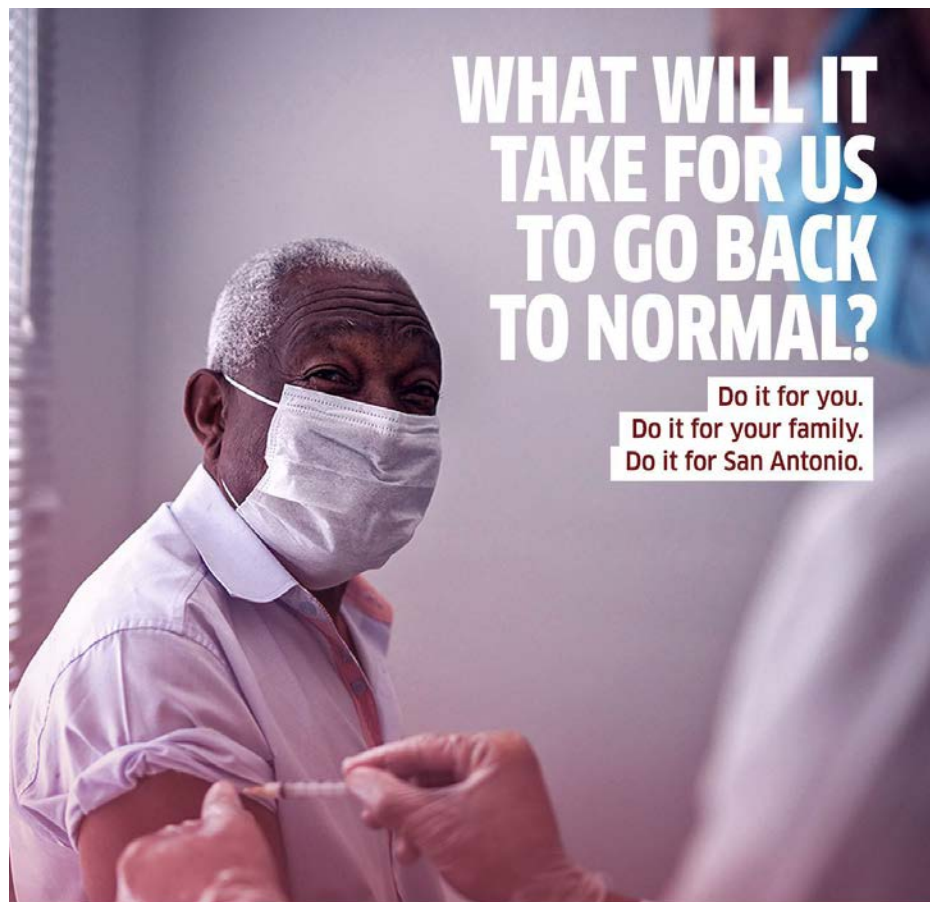
## 2021 DIGITAL AD BUYING

### STRATEGY 1

Recommend moving forward with **English and Spanish Facebook, Instagram, YouTube** and **Google Display** ads only based on the results of the data from November and December.

### STRATEGY 2

Based on budget, CPV (cost per visit), CPM (cost per thousand impressions), and volumes available, we were not able to test the peak thresholds of each channel. ***We are not yet sure the peak performance we can gain. We recommend an increase in total ad spend to test and determine our peaks.***



**WHAT WILL IT  
TAKE FOR US  
TO GO BACK  
TO NORMAL?**

Do it for you.  
Do it for your family.  
Do it for San Antonio.

**YOU HAVE THE POWER TO CONTINUE TO SLOW THE SPREAD OF COVID-19**



Use  
a mask



Wash  
your hands



Practice  
Physical  
distancing



avoid  
gatherings

**Call 311** for testing, vaccine information  
and resources related to COVID-19

[covid19.sanantonio.gov](https://covid19.sanantonio.gov) #DoltForSA



## NEW CREATIVE EXECUTIONS

Create up to 300 new pieces of English and Spanish Creative for all Campaign needs. Some of the new ads will feature multigenerational families to speak to our community's reality. Creative will include but is not limited to:

- TV and Radio
- Print Advertising
- OOH
- Bus Shelters
- Digital Ads and Banners
- Direct Mail / Door Hangers
- Street Banners
- Flyers
- Palm Cards
- Yard Signs
- TV Graphics
- Taco Bags
- COSA Assets



## COMMUNITY MURAL PROGRAM

Paint murals in key districts with messaging about Covid-19 safety and possibly vaccines and their effect in our community.

- Partner with Smartart.org to select local artists to create murals
- Work with Smart Art to find walls on small businesses to help beautify their space
- Find locations in the South side, West side, and East side
- Secure walls for murals
- Promote murals through social media and influencers
- Document the murals for use and sharing on social media



## GRASSROOTS EXTENSION

Launch a “go to them” approach to reach residents in **D 1-7** with majority of focus in **D 2, 3, 4, 5**. Through planning with community partners, organizations and neighborhood groups, we will curate ways to maximize reach.

- Develop new partnerships and utilize existing ones to execute grassroots distribution of flyers, posters, e-blasts, masks, etc.
- Food - SA Food Bank and identify food pantries
- Schools – SAISD, Edgewood, South San, Harlandale, ACCD, A&M San Antonio, UTSA
- Flea Markets, Traders Village, Pica Pica Plaza, Mission Flea Market, Mission Marquee
- Churches – Districts 2-7
- Testing sites – Community Labs, Community Centers
- Work with Chambers of Commerce SA, LGTB, Hispanic , SAGE
- Nonprofits Orgs and Medical Groups – CommuniCare, CentroMed, Esperanza Center, Boys & Girls Club, YWCA, UP Partnership
- Work on a partnership with SAHA
- Supply all COSA Essential Workers with Masks and safety information





## GRASSROOTS EXTENSION

### Paletas In the Park

Target D2, D3, D4, D5, D6 to handout paletas with vaccine information. Each grassroots coordinator will wear a branded t-shirt and give out flyers and a free paleta.

- Create a schedule to coordinate dates and locations
- Share photos on social media with hashtags

### “Multiplier” Effect Program

- Work with council offices to identify community organizations and 10-15 individuals in their districts who can serve as ambassadors to share information with residents in their district. Distribute a “Neighbor Toolkit” that can include flyers, posters, masks, hand sanitizer, a yard sign, etc. and all materials can be shared digitally. Ask to share on social media why they're getting the vaccine with a photo or video to also be shared on the council district social media and/or COSA
- Work with Council Offices Faith Based Coordinators
- Team to organize, create distribution calendar and drop off flyers for organizations to handout. Work with social media team to share content on COSA social media channels.

### Drive Thru Events/Town Halls

Partner with Council Districts and COSA Departments on events to distribute vaccine information - flyers, posters, e-blasts, masks. D2, D3, D4, D5, D6, D7.

Examples of events

- Movie Night, Town Halls, Blood Drives, etc.
- 



## INFLUENCER SCOPE OF WORK

- Identify **influencers, community members, business owners, musicians, artists**, etc. in San Antonio to advocate for the COSA COVID-19 Vaccine Awareness Campaign
  - For this campaign, we are seeking to work with people whose activities are more than primarily being “an influencer”
  - We’re seeking notable people with a range of follow counts to promote the message around the COVID-19 Vaccine
  - Select individuals that are willing to tell their personal COVID-19 and Vaccine stories



### Instagram & Facebook

**Michael Quintanilla**

@michael\_quintanilla

6.4k followers

- Staff writer at San Antonio Express News with a stronghold in the community



### Instagram

**Aquila Mendez-Valdez**

@hauteintexas

10.4k followers

- Lifestyle blogger



### Instagram

**Orlando Mendez-Valdez**

@omv2033

17k followers

- Notable member in San Antonio and pro basketball player, Lanier HS Graduate (west Side)