

Campaign Objectives

Increase awareness among Millennials in Indianapolis Metro and NW IN (Lake & Porter Counties) while supporting the rest of the state with mass media at minimal levels

Campaign Headlines

- Over 52MM impressions were delivered across the state in 1Q22 on the [REDACTED] campaign; 72% of all delivery was in the test markets, Indianapolis and Lake/Porter Counties (not including statewide sports buys).
- Super Bowl Pre-Game spot (Indianapolis only), Beijing Winter Olympics and March Madness exceeded ratings estimates. Tentpole sporting events should be considered for all future TV buys positioning IFBI within high-profile programming as an awareness building channel.
- In both test markets, OLV partner, Teads referred 2,139 sessions to the [REDACTED] website with [REDACTED] being new users. It also had a bounce rate of .56% meaning users navigated beyond the homepage at a high rate.

Approach

- Utilize an increased media budget to support more frequency on-air weeks and heavier weight levels to positively affect awareness among Urban Millennials in two test markets: Indianapolis and Lake & Porter Counties
- Prioritize media that's less passive in nature to reach users during key moments of receptivity with an emphasis on media channels that resonate with Millennials

Test Market Media Tactics

TV/Cable/OTT/OLV

Radio/Steaming Audio

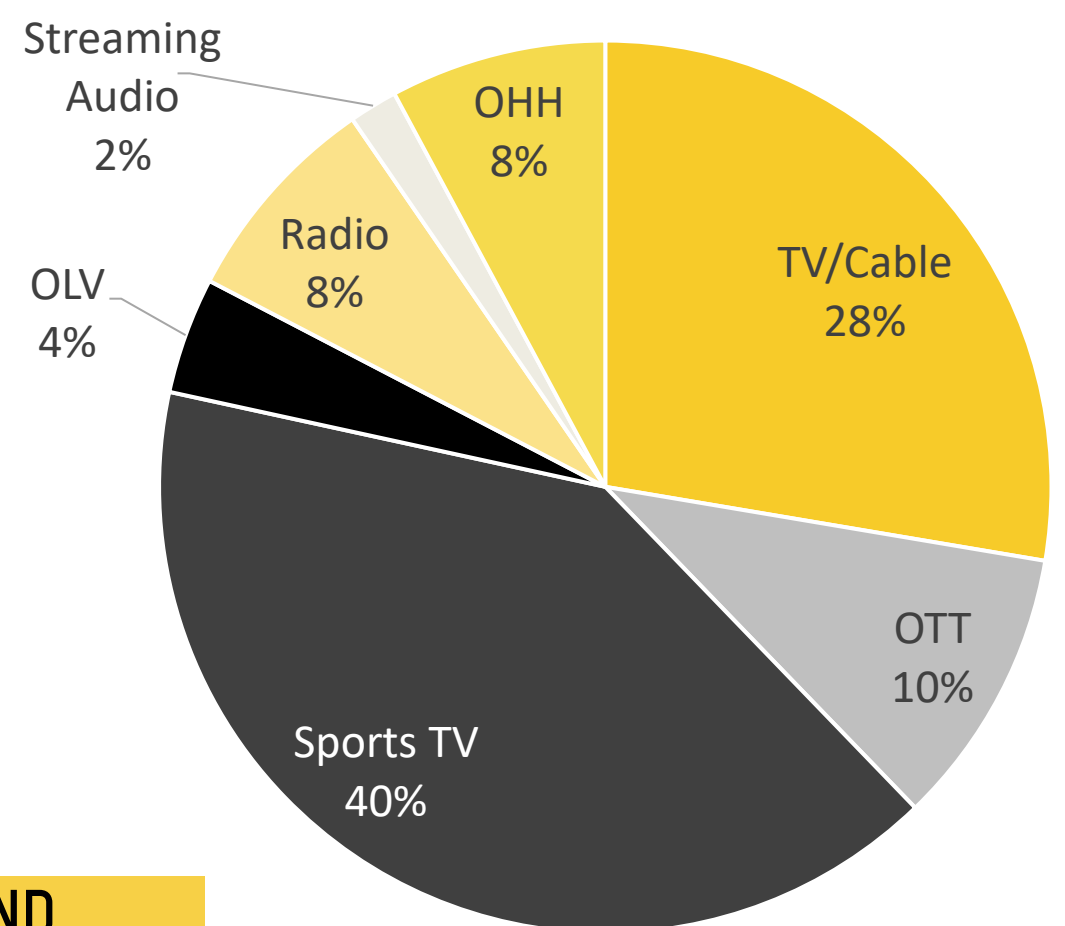
Out of Home

- Support the rest of the state with mass reach media tactics: TV/Zoned Cable*, OTT, Radio, Streaming Audio*

*Zoned cable & streaming audio used in Southern IN (Louisville DMA) in place of broadcast TV and radio

Statewide Tactic Spend

76% Traditional
16% Digital



SPEND

Impression Delivery

Adults 25-54
52,256,742

Millennials
27,375,107

1Q 2022 Total

Purchased Impressions
44,782,235

Delivered Impressions
52,256,742

Index
117

Indianapolis

Purchased Impressions
26,155,367

Delivered Impressions
32,867,018

Index
126

Lake & Porter Co.

Purchased Impressions
4,416,146

Delivered Impressions
4,573,685

Index
104

Rest of State + Statewide Sports

Purchased Impressions
14,210,722

Delivered Impressions
14,816,039

Index
104

Indianapolis

Broadcast TV & Cable

Purchased Impressions
3,862,041
Delivered Impressions
3,779,674
Index
98

Sports TV & Cable

Purchased Impressions
5,117,596
Delivered Impressions
6,528,873
Index
127



Radio

Purchased Impressions
3,045,896
Delivered Impressions
2,878,000
Index
94

Over the Top (OTT)

Purchased Impressions
1,490,208
Delivered Impressions
1,658,194
Index
111

Vendor/Partner	Delivered IMPs	VCR %
	742,161	94.90%
	452,285	98.03%
	59,013	99.90%
	404,735	96.30%
Total	1,658,194	

96.27%
Video
Completion
Rate (VCR)

JamLoop inserted into Men's College Basketball Tournament using real-time bidding.

Online Video (OLV)

Purchased Impressions
1,675,886
Delivered Impressions
1,793,003
Index
107

Vendor/Partner	Delivered IMPs	VCR %	Clicks
non-skippable	922,560	72.41%	2,218
non-skippable	628,283	94.00%	227
skippable	242,160	58.00%	135
Total	1,793,003		2,580

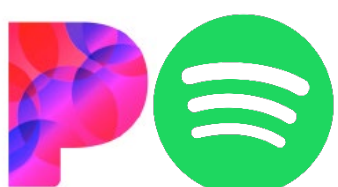
78.03%
Video
Completion
Rate (VCR)

Streaming Audio

Purchased Impressions
608,942
Delivered Impressions
651,387
Index
107

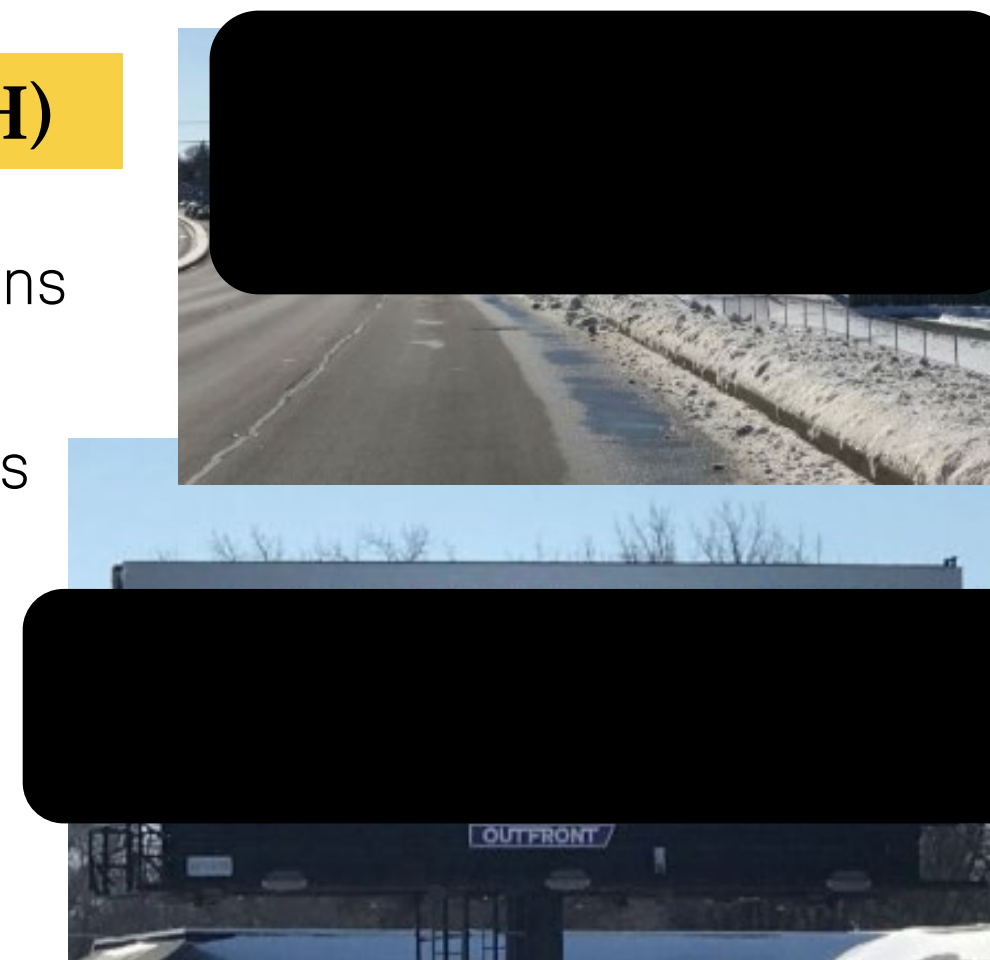


Tuesdays & Wednesdays were the days during the week that most listening occurred; Top audience segment: commuters with an affinity for healthy living; Listenership skewed male on the platform.



Out of Home (OOH)

Purchased Impressions
10,354,798
Delivered Impressions
15,577,887
Index
150



*IMP skewed to A25-54 from A18+; A18+ IMPs purchased/delivered: 6.3MM/6.4MM

Lake & Porter Counties

Zoned Cable

Purchased Impressions
170,526
Delivered Impressions
155,622
Index
91

Sports Cable

Purchased Impressions
82,793
Delivered Impressions
149,739
Index
180



Over the Top (OTT)

Purchased Impressions
237,270
Delivered Impressions
247,278
Index
104

Vendor/Partner	Delivered IMPs	VCR %
	91,499	95.60%
	142,776	97.21%
	13,003	99.90%
Total	247,278	

96.75%
Video
Completion
Rate (VCR)

JamLoop inserted into Men's College Basketball Tournament using real-time bidding.

Online Video (OLV)

Purchased Impressions
695,670
Delivered Impressions
734,215
Index
106%

Vendor/Partner	Delivered IMPs	VCR %	Clicks
non-skippable	351,936	72.04%	754
non-skippable	274,323	93.00%	87
skippable	107,956	56.00%	41
Total	734,215		882

77.51%
Video
Completion
Rate (VCR)

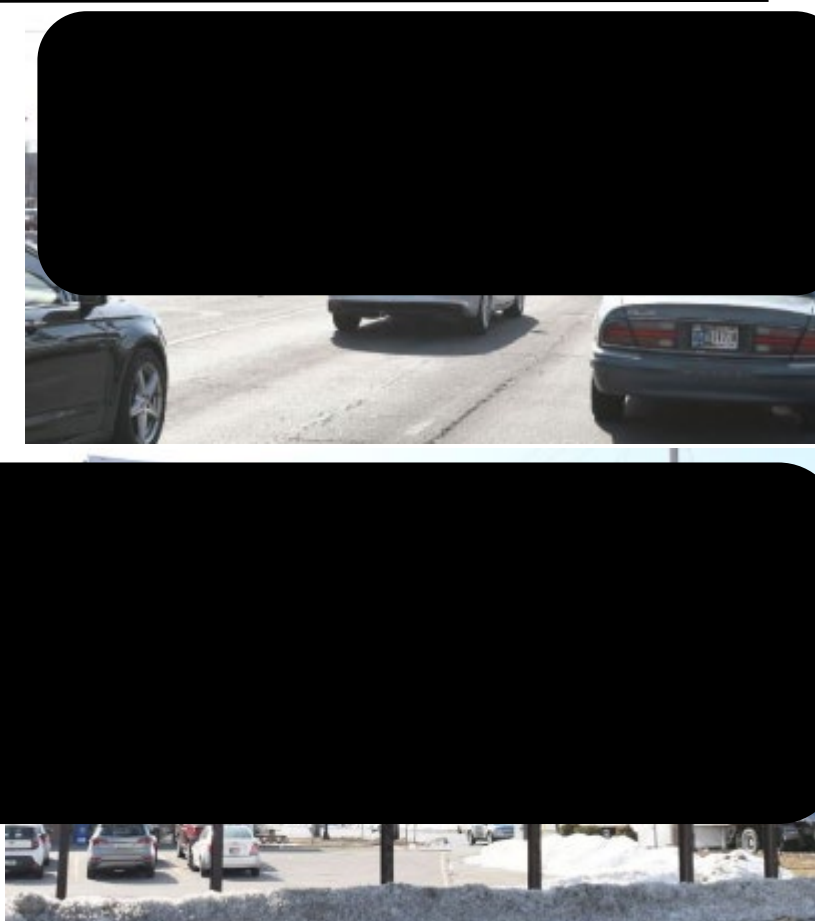
Streaming Audio

Purchased Impressions
287,473
Delivered Impressions
298,817
Index
104

Tuesdays & Wednesdays were the days most listening occurred; Top audience segment: commuting parents; Listenership skewed male

Out of Home (OOH)

Purchased Impressions*
2,942,414
Delivered Impressions*
2,988,014
Index
102



*IMP skewed to A25-54 from A18+; A18+ IMPs purchased/delivered: 21MM/31MM

Rest of State & Statewide Sports

(Evansville, Ft. Wayne, Lafayette, South Bend, Terre Haute, So. IN/Louisville); Statewide Sports

TV/Zoned Cable*

Purchased Impressions
6,268,942
Delivered Impressions
6,841,022
Index
109

Radio/Streaming Audio*

Purchased Impressions
3,618,204
Delivered Impressions
3,634,686
Index
100



Statewide Sports Cable

Purchased Impressions
3,762,094
Delivered Impressions
3,778,798
Index
100



*Zoned Cable & Streaming Audio used to cover So. IN located in the Louisville DMA

Over the Top (OTT)

Purchased Impressions
561,482
Delivered Impressions
561,533
Index
100

Vendor/Partner	Delivered IMPs	VCR %
PREMION	561,533	99.72%
Total	561,533	