



Affordable Care Act Insights

Get the Most From Your Affordable Care Act Campaigns

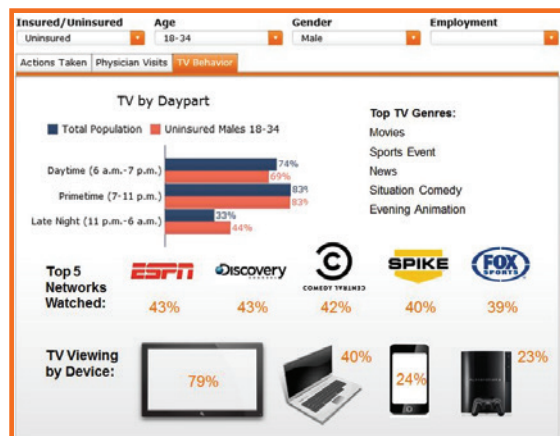
- Hundreds of millions will be spent on advertising related to the ACA through the end of 2014.
How will you compete in this crowded landscape?

- **How will you track all the different messages consumers will be hearing in the marketplace?**
Insurance companies, state and federal governmental agencies and advocacy groups will all be advertising - and you need to **make sure your campaigns stand out amongst the rest.**

- **How will you maximize your share of voice** with so many other players in the insurance sector all trying to sign up consumers in the same window of time?

- **Do you know how much your competitors are spending**, what dayparts and programs they're choosing and what creative they're running?

With Affordable Care Act Insights from Kantar Media, you'll know.



Gain insights on how consumers research healthcare information.

The Affordable Care Act is moving from statute to reality. Right now, insurers, U.S. and state agencies, and advocacy groups are **racing to reach the 40 million Americans** eligible for healthcare coverage.

This unprecedented surge of product, policy and political advertising, with clashing messages, **will boost the insurance industry's yearly ad spend by hundreds of millions of dollars.** And it will go primarily **into local media.**

To capitalize on this hyper-competitive environment, you need deep insights into advertisers' target consumers. You need real-time tracking of who is spending, what they're spending, and where they're running different creative.

With **Kantar Media Affordable Care Act Insights**, you can receive all this information from one highly-qualified and established source.

Media Behavior of Uninsured

Real-Time Ad Tracking

Expert Analysis

Affordable
Care Act
Insights

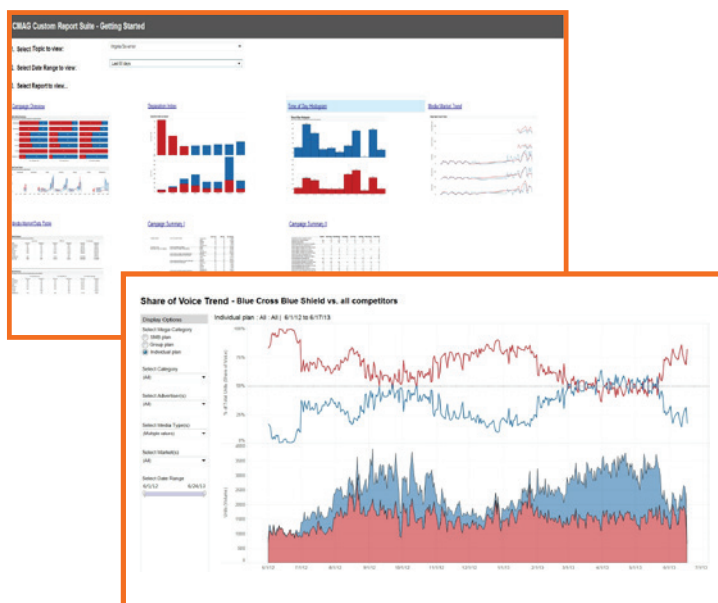
• Media Behavior

Our Consumer Healthcare Study measures 20,000 U.S. consumers, tying their multimedia consumption habits to health and wellness. Key data points and cross-tabs include insurance coverage, health, attitudes related to health, demographics and more. For years, pharma marketers have used this data to find granular information about their prospects.

Get the insights you need to reach your desired target audience as effectively and efficiently as possible. **Discover the media channels and properties your consumers use most for health information.**

• Real-time Ad Tracking

Kantar Media is the industry-leading source of ad monitoring, providing ad spending, occurrence and creative data to the world's leading media companies, ad agencies, and marketers. For Affordable Care Act Insights, we provide enhanced tracking capabilities including emailed alerts when new ads hit the air, campaign-level tracking allowing you to instantly understand messaging trends in your market, and powerful visual reporting capabilities.



Receive ongoing insights on insurance ad spend, occurrences, creative and messaging

• Expert Analysis

Understand the dramatic swings as this advertising surge taking place with real-time opinion and analysis from our Ken Goldstein and Elizabeth Wilner. They are experts in political and advocacy advertising around campaigns and issues.

Top-tier media outlets like WSJ, NYT, Washington Post, CNN trust our experts for fast-track reporting on new ad creatives and valuable insights on ad messaging, spot counts, geographic targeting.

Affordable Care Act Insights for Media Buyers:

Agencies, insurers and government groups, get the information you need to maximize your efficiency and reach in real time.

- **Identify the right channels for your campaigns**

Get in-depth findings on what media channels and specific properties offer the best reach and engagement with uninsured consumers.

- **Stay on top of the competition**

Daily alerts of new creatives ensure you are instantly aware of new campaigns, messages and offers so you can quickly adjust your strategies.

- **Optimize your creative**

View ads across the sector and determine what messages are most used in the marketplace so you can ensure your creative makes an impact.

- **Understand share of voice:**

See how frequently various players are advertising in specific dayparts, genres, regions and more so you can ensure you don't get lost in the clutter.

KANTAR MEDIA | Ad Intelligence

To learn more, contact Kantar Media at 312-397-1600 x100 or info_na@kantarmedia.com.
<http://www.kantarmediahealthsurvey.com/aca/aca.html>