



## Affordable Care Act Insights

# Seize the Affordable Care Act Opportunity

- Hundreds of millions will be spent on local advertising related to the ACA by the end of 2014. Can you afford to miss this opportunity?
- Do you know all the players who will buy advertising? Make sure you don't miss out on any prospects.
  - Insurance Companies
  - State and Federal Government Agencies
  - Advocacy Groups
- Do you know how your audience matches their targets?
- Do you know who's buying in your market, how much they're spending and what creative they are running?

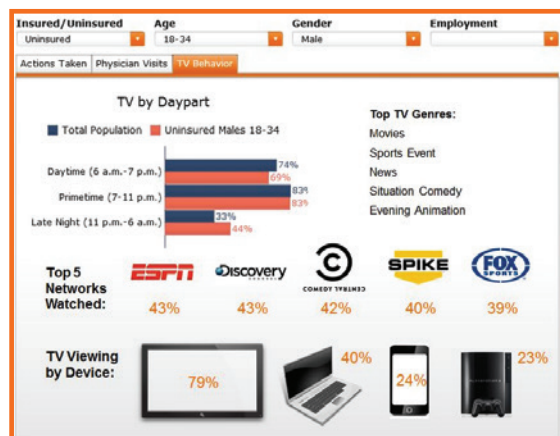
With Affordable Care Act Insights from Kantar Media, you'll know.

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

Gain insights on how consumers research healthcare information.

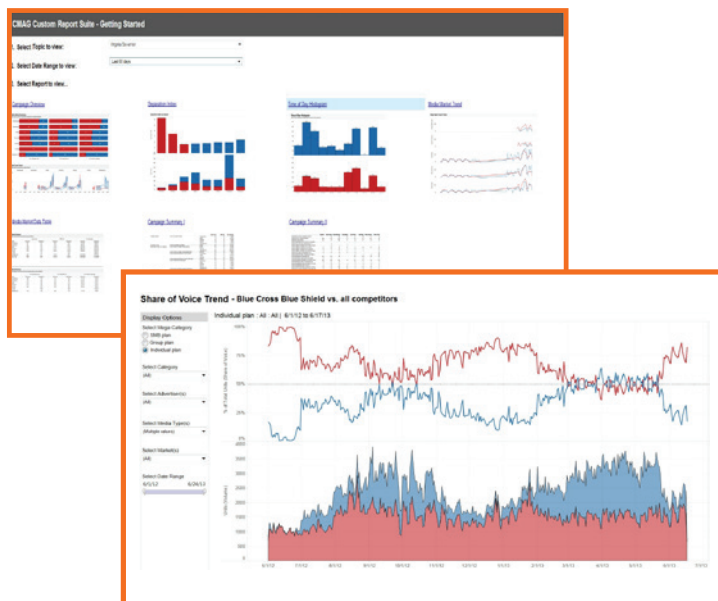
## • Media Behavior

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.

Arm your team with the insights needed to flesh out your brand's sales story to insurance companies, exchanges and advocacy groups. **Show them how your brand reaches their uninsured prospects.**

## • 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 Sellers:

Broadcasters, publishers and other traditional and digital media companies, make sure you get your share of Affordable Care Act advertising spending.

#### • Position your brand for success

Provide clients with detailed information about how consumers seeking insurance engage with your media properties.

#### • Identify prospects

Quickly see new advertisers within your area or competitive set so you can identify top prospects for sales efforts; daily emailed alerts allow you to take fast action.

#### • Understand messaging trends

Be informed and serve as a trusted advisor with your clients by staying in touch with key creative and messaging trends within the health insurance sector.

#### • Gain valuable inputs for planning and forecasting

Use our historical spending data for the insurance industry as well as guidance from our experts to drive your planning and forecasting models.

**KANTAR MEDIA** | Ad Intelligence

To learn more, contact Kantar Media at 312-397-1600 x100 or [info\\_na@kantarmedia.com](mailto:info_na@kantarmedia.com).  
<http://www.kantarmediahealthsurvey.com/aca/aca.html>