



# 2025 Marketing Campaign Update

September 22, 2025



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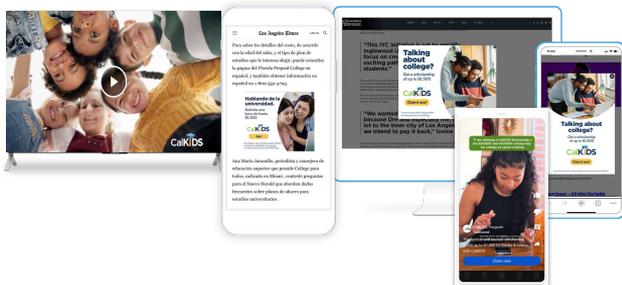
- New Creative Campaign Launch
  - Let's Talk & Claim Your Future Creative
  - Media Day - PR
  - Media July - August
- Upcoming New Media Efforts

# Executive Summary

## 2025 CalKIDS Integrated Campaign Update

- **Campaign Overview & Performance (Phase I):** The 2025 CalKIDS campaign was executed in two phases. Phase I (April-June) utilized a digitally-led strategy with statewide and geo-targeted support for priority audiences. This initial phase delivered strong performance, achieving a 66% increase in total website sessions since launch, with 84% being new users.
- **Phase II Strategy & New Initiatives:** Phase II, launched August 18th and is running through December, employing an expanded multi-channel approach. This phase strategically aligns with key periods like back-to-school and financial aid award letters, targeting all five key audiences across California's diverse communities. Insights from Phase I informed our Phase II strategy, leading us to double down on high-performing channels (Google Search, PMAx, Paid Social) while introducing new strategic media channels including integrated TV and Radio programs, influencer marketing, and email campaigns to extend reach and engagement.
- **Public Relations:** Our PR strategy builds visibility, trust, and action by tailoring messaging to key audiences, prioritizing multicultural and localized outreach, and positioning CalKIDS as a trusted resource. It leverages credible voices, success stories, partnerships, and events to deliver consistent, measurable impact.
- **Research-Driven Campaign Evolution:** A rigorous research plan, initiated in January with a Brand Tracker, measures key brand metrics. Quantitative and qualitative research has provided crucial insights into audience barriers, levers, and motivations, directly informing the development of our new "Claim Your Future" campaign messaging. Our strategy evolved from an initial Bridge Creative in April to incorporating "America Ferrera" messaging alongside the new "Claim Your Future" brand campaign for Phase II, following a successful Virtual Day event.

# 2025 Campaign Timeline



# Phase I Campaign Overview



# PR | Building Awareness, Growing Futures



## Strategies & Tactics:

Prioritize media outreach in high-eligibility counties.

Create timely media engagements around key campaigns (i.e. college decisions).

Leverage student voices and SMEs to build awareness and credibility.

Reframe messaging from “unclaimed accounts” to opportunity-driven language.



## Coverage Highlights:

Total Media Coverage: **264** placements. (March 7 - June 30, 2025)

**158** press release pick-ups via Newswire.

**85** earned media direct placements (Includes **17** ethnic & cultural outlets)

**57%** progress toward our annual goal of 150 direct placements.

**21** third-party pick-ups.



## SMEs + Student Voices

Activated **4** internal SMEs to participate in media interviews.

**2** external SMEs were engaged to participate in media interviews.

**4** CalKIDS recipients (3 college, 1 high school) shared their stories in media interviews highlighting program benefits.

CalKIDS Brand Ambassador program under development.

# Phase I. January - June 2025

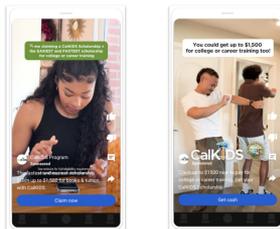
## Digitally-led Media Campaign (April-June)

**Goals: Generate Awareness, Increase Engagement, Site Traffic & Drive Claims**  
**Audiences: High School, Teens, Higher Ed Students**  
**Geography: Statewide + Priority DMAs**

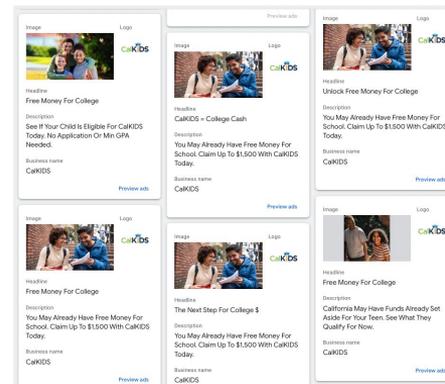
### Connected TV | Native Articles Digital Display



### YouTube In-Feed, Shorts | Social Media



### Google: Performance Max | Search

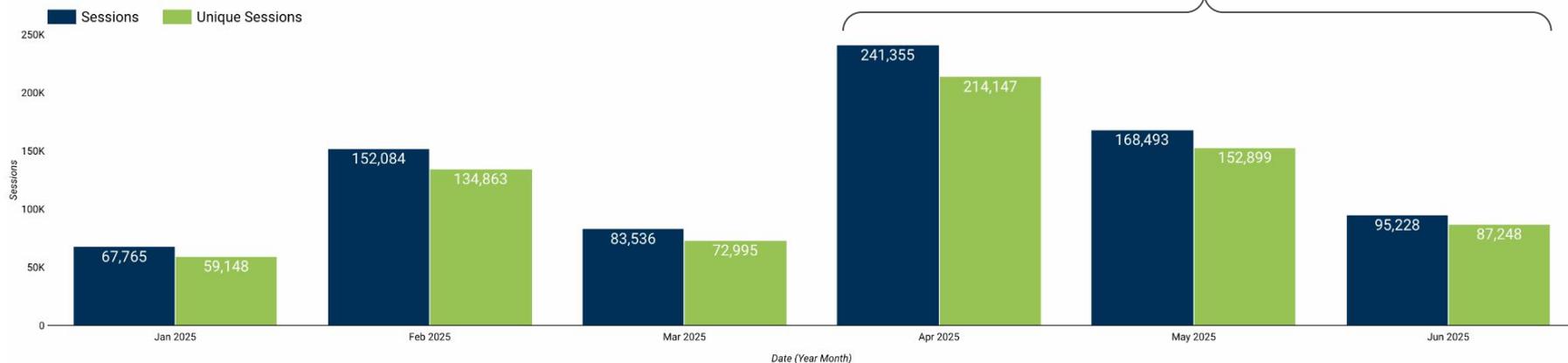


# Increase in Key Metrics Since Campaign Launch in April

## Monthly Traffic Trend

[? About The Chart](#)

Sessions By Month



# EVERFI Program Reach & Impact

## CalKIDS Digital Courses: Financial Literacy & College Savings



**SAVEUP**  
Middle School

**PATHWAYS**  
High School



2,127  
Students



42  
Schools

Mar-June Results	Eligibility Starts	Eligibility Tool - Eligible	Outcome Tracker Starts	Outcome Tracker Completes
Metrics	405	299	254	117

**Free Digital Lessons**

**SaveUp: Saving Money for the Future™**

**EVERFI Pathways: Financing Higher Education**

**Smart Money Skills for Teens**

**Free Learning Platform & Support**

**Course one-pagers and lesson overviews**

**Help Your Students Access Free Money for College**

CalKIDS gives money for college or career training to eligible students in California.

There are two eligible groups:

- Low-income\*\* public school students enrolled in grades 1-12 during 2023-2024 academic year and every year thereafter
- Low-income\*\* public school students enrolled in the 1st grade during 2023-2024 academic year and every year thereafter

Students can check their eligibility using their **Statewide Student Identifier (SSID)**, found in MSSS. Help your students check their eligibility in the EVERFI course.

Log into your **MSSS** account.

Click on **"Student Names"** and select one or all of your students.

Each student's SSID will populate on the right side of the screen.

As your students, not eligible for the CalKIDS ScholarShare \$29 Account?

All students are eligible to apply for the **CalKIDS and EVERFI** scholarship of \$1,000 in academic funding, closing May.

**SSID identification support materials for educators**

**CalKIDS EVERFI**

The 2024-2025 scholarship is closed. Check back in September for an opportunity to win academic funding!

Live portal for submitting scholarship applications

# Phase I Campaign Learnings Informed our Phase II Efforts



Performance Max, Google Search & Social were top performing channels driving the most claims.

**Optimize investment with performance channels (i.e., Search & Social).**



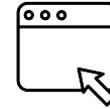
Students were most engaged audience delivering 83% of the total claims.

**Continue to prioritize and engage our student audience.**



Only 44% of users who started Eligibility Tool were eligible, likely due to low awareness of process & need to have SSID.

**Add Influencers to educate users before they visit CalKIDS.org, helping set expectations about process & SSIDs.**



Users bypassed eligibility tool via “Claim Scholarship account” button – especially in Mobile environment.

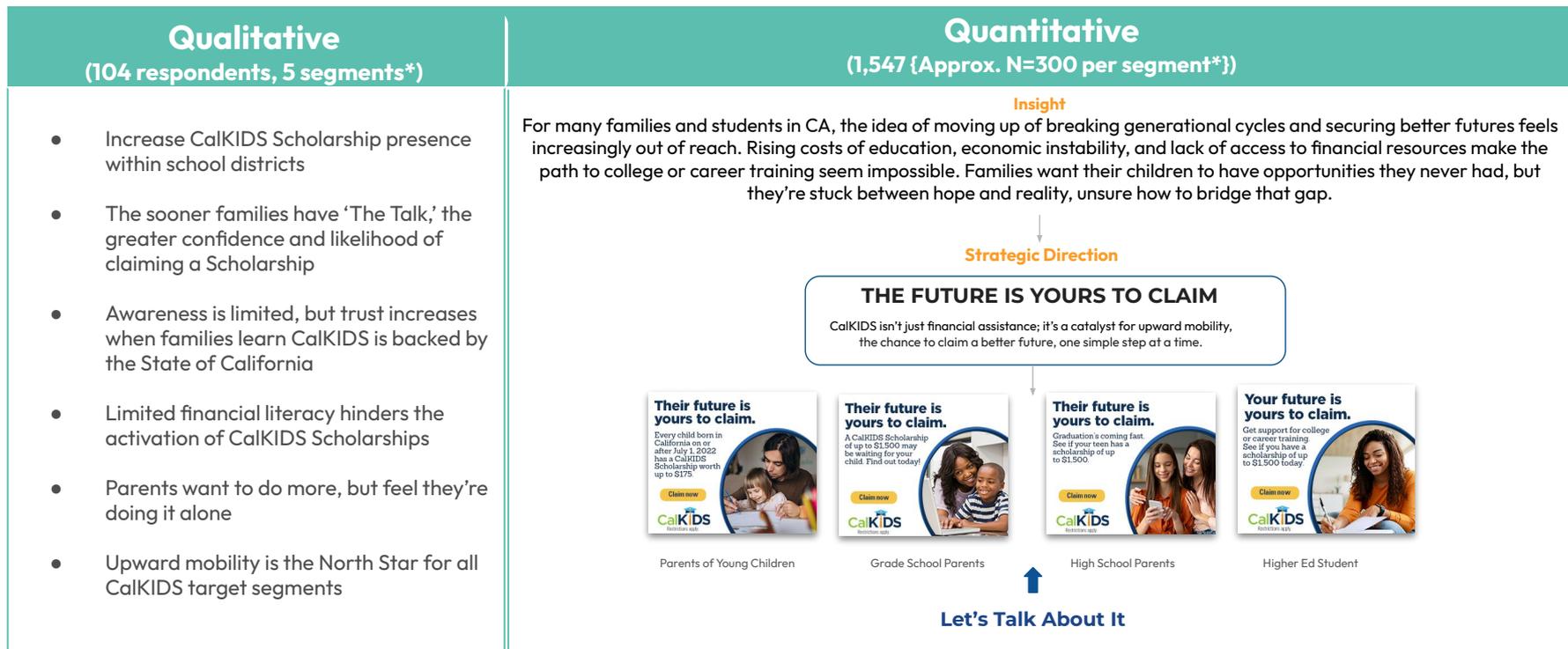
**Remove “Claim Scholarship” button from campaign landing pages to boost eligibility tool use.**



Highest eligibility seen from Everfi at 74% with 117 Account Claims thru June.

**Continue to scale EVERFI, expanding the program to new LAUSD schools starting September.**

# Research | Consumer-Centric Insights



\*Audience Segments: 1 - High School Parents - 35-54 w/ children 15-17, HHI < \$99,999 | 2 - Teens - 15-17 in households w/ HHI < \$99,999 | 3 - Higher Ed Adults - 18-21, enrolled in college or planning to go, HHI < \$99,999 | 4 - Grade School - Parents 25-44 w/ kids 5-14, HHI < \$99,999 | 5 - Young Children - Parents 18-44 w/ kids 0-3, HHI < \$99,999

# Phase II Campaign Preview



# Celebrating 3 Years & Kicking Off our H2 with America Ferrera!

## America Ferrera Event Preview

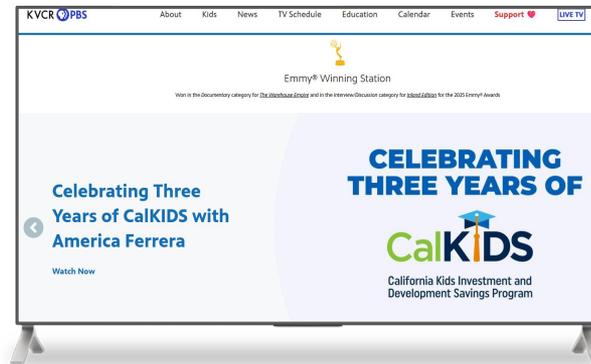
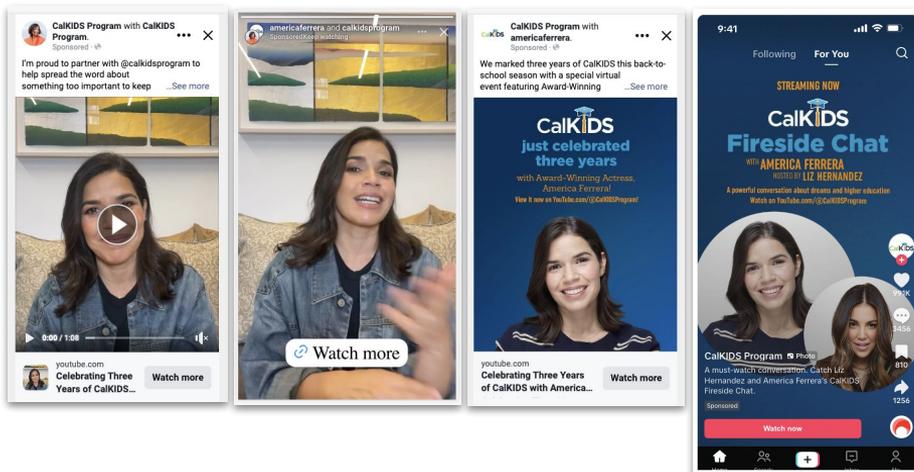
Secured partnership with **KVCR PBS** and **NorCal Public Media** to broadcast virtual event.  
Collaborated with **Audacy** to amplify the virtual event via **PSAs across 6 CA radio stations** in major markets

Identified and secured social influencer and radio personality, **Liz Hernandez**, as Fireside Chat host.

Developed **event press kit**, including press releases, PSAs, speaker bios, key messages, FAQs and more.

Social media amplification achieved strong results:

- Leveraging America Ferrera to deliver the brand message increased the campaign's engagement with more than 14k clicks and over 47k views.
- 230% higher engagement compared to our average campaign click through rate.



# Phase II. July - December 2025

## Integrated Campaign Targeting all Audiences

	2025											
Campaign Messaging	Financial Literacy   529 Day   Graduation April 7 - June 15							BTS   New Campaign Aug 18 - Sept 28			Ntl. Scholarship Mo. Nov 3 - 30	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
	Bridge Campaign 100%							America Ferrera 60%   Claim Your Future 40%				
TV Integrated Program									●	●	●	
Local Radio + Promotion									●	●	●	
Influencers									●	●	●	
Connected TV				●	●	●		●	●		●	
Online Video				●	●	●		●	●		●	
Audio Streaming				●	●	●		●	●		●	
Social Media				●	●	●		●	●		●	●
Digital Display				●	●	●		●	●		●	
EVERFI		●	●	●	●	●	●	●	●	●	●	●
Email Marketing									●	●		
Paid Search				●	●	●	●	●	●	●	●	●

High School Parents | Higher Ed | Teens  
Middle & HS School Students (EVERFI)

High School Parents | Higher Ed | Teens  
Grade School Parents | Young Children Parents  
Middle & HS School Students (EVERFI)



## Phase II. New Channels & Partnerships



An integrated partnership with Televisa-Univisión will deliver CalKIDS educational messaging through “Contigo”, a Community-based content platform and leveraging charismatic on-air talent, Luis Sandoval, plus cross-channel amplification.

### Sneak Peak: Custom Content Vignette

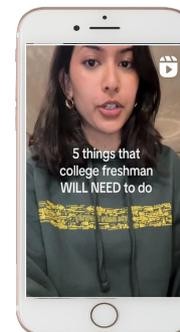


Exclusive program with Audacy will boost awareness of CalKIDS and will capture listener's attention with a sponsored laptop giveaway, a valuable tool for families with kids starting the school year.

Secured as added value, promotion will run across (8) stations in LA, Sacramento, San Francisco and San Diego.



The CalKIDS Influencer campaign will use a diverse mix of creators to develop authentic content across key social media platforms – targeting both students, parents and resource experts. Paid media will amplify our reach across California, driving traffic and engagement to the CalKIDS website.



# 2025 Integrated Campaign

	2025												2026
Campaign Messaging	Financial Literacy   529 Day   Graduation April 7 - June 15						BTS   New Campaign Aug 18 - Sept 28			Ntl. Scholarship Mo. Nov 3 - 30			
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	Bridge Campaign 100%						America Ferrera 60%   Claim Your Future 40%						
TV Integrated Program									●	●	●		
Local Radio + Promotion									●	●	●		
Influencers									●	●	●		
Connected TV				●	●	●		●	●		●		
Online Video				●	●	●		●	●		●		
Audio Streaming				●	●	●		●	●		●		
Social Media				●	●	●		●	●		●	●	
Digital Display				●	●	●		●	●		●		
EVERFI		●	●	●	●	●	●	●	●	●	●	●	
Email Marketing									●	●			
Paid Search				●	●	●	●	●	●	●	●	●	
PR	●	●	●	●	●	●	●	●	●	●	●	●	●
Brand Tracker	●												●

# Ongoing Research Tracking...

## January 25 Brand Tracker

- <10% Parents Aware → Low visibility
- Parents Need Clarity → Simplify & educate
- Teens Drive Action → Empower as advocates
- Only 19% Teens Claimed → Inertia barrier → Repeat CTA + counselor/parent support
- Digital Leads Discovery → Mobile-first campaigns
- Graduation Sparks Interest → Stress urgency, align with milestones
- Brand Value Understood Weakly → Reinforce “how it helps” & claiming process
- Nuanced Messaging Needed → Tailor by lifestage & segment

## January 26 Brand Tracker

Testing to be finalized upon campaign completion at the end of 2025

\***Audience Segments:** 1 - High School Parents - 35-54 w/ children 15-17, HHI < \$99,999 | 2 - Teens - 15-17 in households w/ HHI < \$99,999 | 3 - Higher Ed Adults - 18-21, enrolled in college or planning to go, HHI < \$99,999 | 4 - Grade School - Parents 25-44 w/ kids 5-14, HHI < \$99,999 | 5 - Young Children - Parents 18-44 w/ kids 0-3, HHI < \$99,999