ONE NATION. UNDER THREAT.

FIGHT BACK AGAINST HEPATITIS C.

GET TESTED + GET CURED

Hepatitis C is posing a threat to the Cherokee Nation. You may have Hepatitis C without knowing it. You can have it and live for a long time and not feel sick. But over time, Hepatitis C can cause serious health problems and even lead to liver cancer. You can also give it to loved ones or friends without knowing it. Getting tested is the only way to know if you’re infected.

Through the Cherokee Nation Health Service, you can get tested and treated. Better treatment options are now available with minimal side effects and lasting as little as 8 weeks. If you want to be tested for Hepatitis C, contact your medical provider and request to be tested.

FIGHT BACK AGAINST HEPATITIS C. GET TESTED TODAY. IT COULD SAVE YOUR LIFE – AND OUR NATION.
Gas Pump Advertising

ONE NATION UNDER THREAT.

PROTECT THE CHEROKEE NATION FROM HEPATITIS C.

GET TESTED. GET CURED.
Contact your medical provider today.

800-525-6782 www.AllOverMedia.com

CHEROKEE NATION Public Health
Prevent, Promote, Protect
Added Value

FLOOR CLING

WINDOW CLING

WINDOW CLING
Radio Advertising

- Radio ran in the Tulsa metro as well as rural stations reaching the Cherokee Nation counties. Radio ran from September 5th to September 25th.
- A total of 1,261 spots ran over the three week flight with an estimated 1.3 million impressions, at a 7-8 Frequency.
- Radio posted at 133% including bonus spots. Stations provided a matching 1-for-1 bonus schedule.
Digital Marketing

- 8,282,459 impressions
- 432,245 added value
- 15,319 clicks
- Average CTR of 0.18%
- 98% of website visits were from “new users”
- Users spent nearly one minute engaging with the website (0:47)
Social Media Marketing

• To educate: An objective was set to reach no less than 100,000 individuals in the target at a frequency of 2.

• Result: the campaign reached a total of 64,815 individuals in the 10 targeted zip codes at an average frequency of 5.99 per person.