

CLIENT: WA STATE EMPLOYMENT SECURITY DEPARTMENT

Clare DeLong | Communications Director, Washington Employment Security Department
 CDeLong@ESD.WA.GOV | 360-878-0637

Washington Paid Family and Medical Leave Campaign

Washington is the fifth state in the country to pass a paid family- and medical-leave program and the first to build a program without an existing disability program in place. Washington's Employment Security Department hired Brink to deliver a marketing campaign to support the implementation of the new law, envisioning a program that serves the people who were most likely to need the program but least likely to use it.

Brink's team recognized that most employees would first learn about the program at work, so we recommended a phased campaign that first educated employers on the value of paid leave to their business and the state. Our partner, FM3 Research, conducted in-depth research with employers to uncover barriers, test messaging and identify shared values that would shift the culture around paid leave within the state. Within 10 weeks, we launched a targeted digital, print and radio campaign in English and Spanish. Display ads ran in business and ethnic publications and via Facebook, display and search-engine marketing. With limited internet access in rural communities, we produced 60-second radio ads targeting businesses across Eastern and Central Washington. We also created paycheck inserts in 13 languages as part of the program's employer toolkit and placed media stories on TV and radio and in business publications and newspapers across the state.

The first phase included a \$460,000 paid-media campaign targeting employers that supplemented the state's outreach efforts to human resources professionals, payroll companies and businesses. The campaign drove 192,462 new users to the program's website, a 42% increase. Display and social-media ads generated 8,257,619 impressions with 44,361 clicks. The search-engine marketing performed exceptionally well with an 18.14% click-through rate.

Services:

- Advertising: digital, print, radio
- Campaign development and planning
- Copywriting
- Design
- Earned media
- Print collateral
- Public service announcements
- Research
- Strategic counsel
- Video concept and production
- Website content



Back to copy »