

**DECKER** x AD CLUB CT AWARDS ENTRY  
DIGITAL & SOCIAL | SOCIAL MEDIA CAMPAIGN

"WIC IS MORE" - CT Department of Public Health - WIC





**DIGITAL & SOCIAL | SOCIAL MEDIA CAMPAIGN  
CT DEPARTMENT OF PUBLIC HEALTH - WIC**

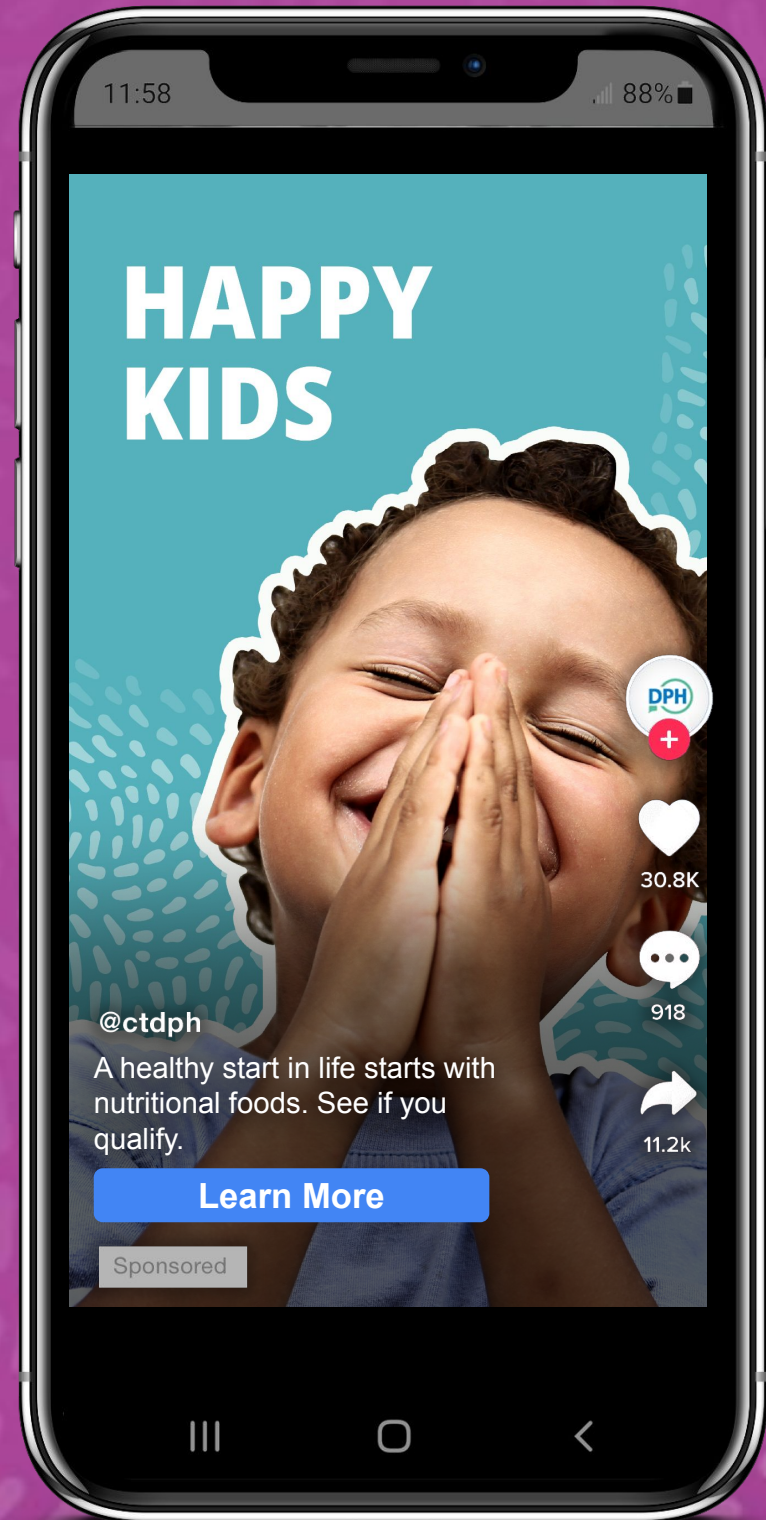
## **“WIC IS MORE”**

Another year and WIC is still more than free healthy food. It’s even more than breastfeeding support, and health care referrals. It’s about giving children a healthy start in life.

When 1 in 9 Connecticut children face hunger every day, WIC is here to support them. WIC is a lifeline that parents depend on and a resource that helps give children a healthier future.

Our charge: develop a bilingual public awareness campaign that continues the WIC is More concept with creative that connects to the audience on an emotional level to drive new applications and increase participation from existing members.





## DIGITAL & SOCIAL | SOCIAL MEDIA CAMPAIGN CT DEPARTMENT OF PUBLIC HEALTH - WIC

### “WIC IS MORE”

#### TIKTOK VIDEOS

Version A: [CLICK TO PLAY](#)

Version B: [CLICK TO PLAY](#)

Version A Spanish: [CLICK TO PLAY](#)

Version B Spanish: [CLICK TO PLAY](#)





## DIGITAL & SOCIAL | SOCIAL MEDIA CAMPAIGN CT DEPARTMENT OF PUBLIC HEALTH - WIC

### “WIC IS MORE”

#### FB/IG NEWSFEED VIDEOS

Version 1: [CLICK TO PLAY](#)

Version 2: [CLICK TO PLAY](#)

Version 1 Spanish: [CLICK TO PLAY](#)

Version 2 Spanish: [CLICK TO PLAY](#)





DIGITAL & SOCIAL | SOCIAL MEDIA CAMPAIGN  
CT DEPARTMENT OF PUBLIC HEALTH - WIC

# “WIC IS MORE”

## STATIC NEWSFEED ADS: ENGLISH

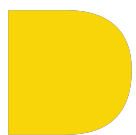




DIGITAL & SOCIAL | SOCIAL MEDIA CAMPAIGN  
CT DEPARTMENT OF PUBLIC HEALTH - WIC

“WIC IS MORE”

STATIC NEWSFEED ADS: SPANISH



THANK YOU.

