



DECKER x AD CLUB CT AWARDS ENTRY
Integrated Campaign | Integrated Consumer Campaign

“WIC IS MORE” - CT Department of Public Health - WIC



**INTEGRATED CAMPAIGN | INTEGRATED CONSUMER 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.





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“WIC IS MORE”

CTV/OTT & Online Video

Blocks :30 English: [CLICK TO PLAY](#)

Blocks :30 Spanish [CLICK TO PLAY](#)

Window :15 English [CLICK TO PLAY](#)

Window :15 Spanish [CLICK TO PLAY](#)





**INTEGRATED CAMPAIGN | INTEGRATED CONSUMER CAMPAIGN
CT DEPARTMENT OF PUBLIC HEALTH - WIC**

“SOUND BITES - WIC IS MORE”

Streaming Audio, Spanish Radio & Companion Banners

English :30 [CLICK TO PLAY](#)

Spanish :30 [CLICK TO PLAY](#)

**HELPING KIDS
STAY HEALTHY
SINCE 1974.**

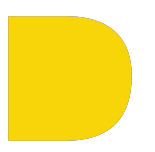
SEE IF YOU QUALIFY

Connecticut **WIC IS MORE.**
WIC DPH
Connecticut Department of Public Health

**AYUDANDO A LOS NIÑOS
A ESTAR SALUDABLES
DESDE 1974.**

APRENDE MÁS

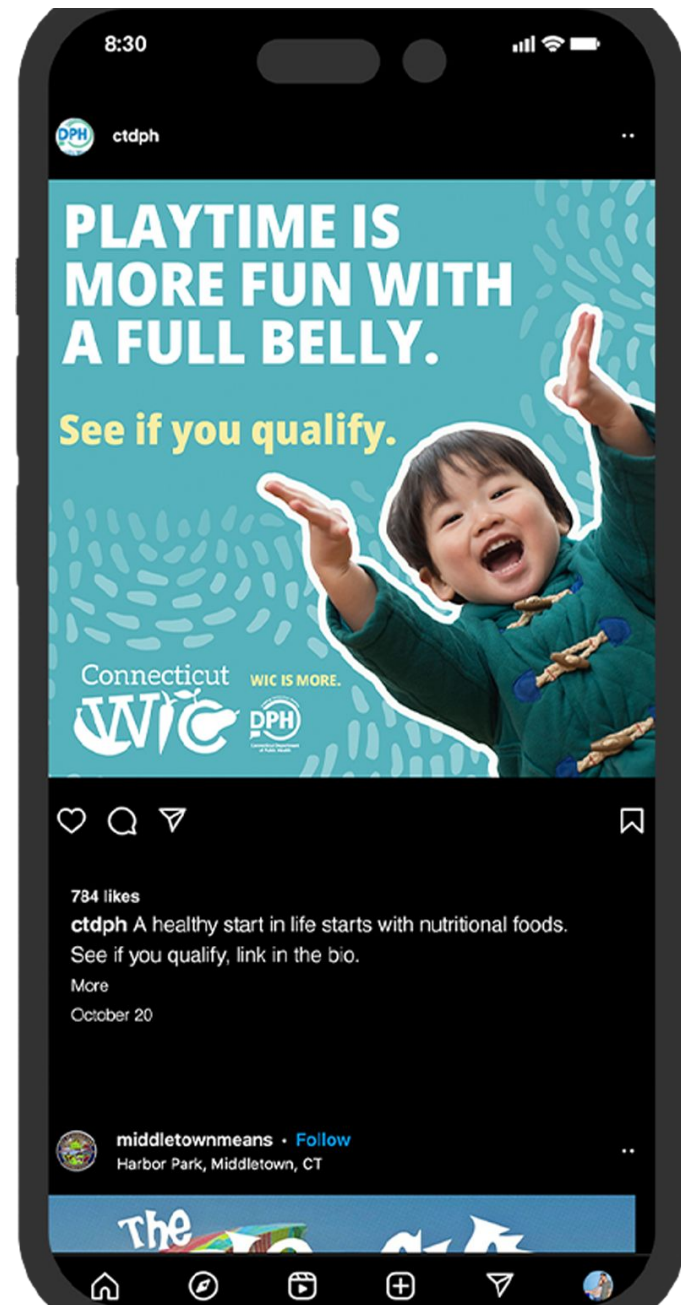
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“WIC IS MORE”

Display Banners: English



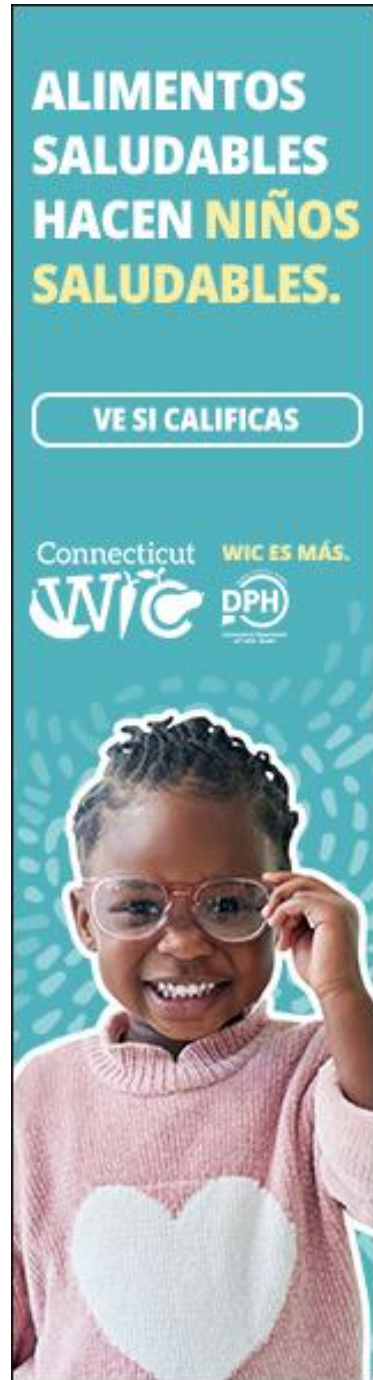
LINK TO ALL BANNER LAYOUTS: <https://preview.adpiller.com/EC4V384DEZ>



INTEGRATED CAMPAIGN | INTEGRATED CONSUMER CAMPAIGN
CT DEPARTMENT OF PUBLIC HEALTH - WIC

“WIC IS MORE”

Display Banners: Spanish



LINK TO ALL BANNER LAYOUTS: <https://preview.adpiller.com/K3C73L61PD>





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CT DEPARTMENT OF PUBLIC HEALTH - WIC**

“WIC IS MORE”

FB/IG NEWSFEED & TIKTOK VIDEOS

Version 1: [CLICK TO PLAY](#)

Version 2: [CLICK TO PLAY](#)

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

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



INTEGRATED CAMPAIGN | INTEGRATED CONSUMER CAMPAIGN
CT DEPARTMENT OF PUBLIC HEALTH - WIC

"WIC IS MORE"

Bus King



**KIDS' NUTRITION
IS OUR MISSION.
WIC IS MORE.**



Connecticut
WIC
NUTRITION IS JUST the BEGINNING.

Keeping Connecticut Healthy
DPH
Connecticut Department
of Public Health

See if you qualify at
ct.gov/apply4wic

**LA NUTRICIÓN DE LOS
NIÑOS ES NUESTRA MISIÓN.
WIC ES MÁS.**



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THANK YOU.