



**DECKER** x AD CLUB CT AWARDS ENTRY  
PUBLIC SERVICE

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



**PUBLIC SERVICE  
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”**

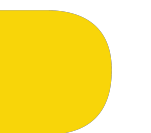
### **CTV/OTT & Online Video**

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

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

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

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





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# “WIC IS MORE - SOUND BITES”

**Streaming Audio, Spanish Radio & Companion Banners**

English :30 [CLICK TO PLAY](#)

Spanish :30 [CLICK TO PLAY](#)

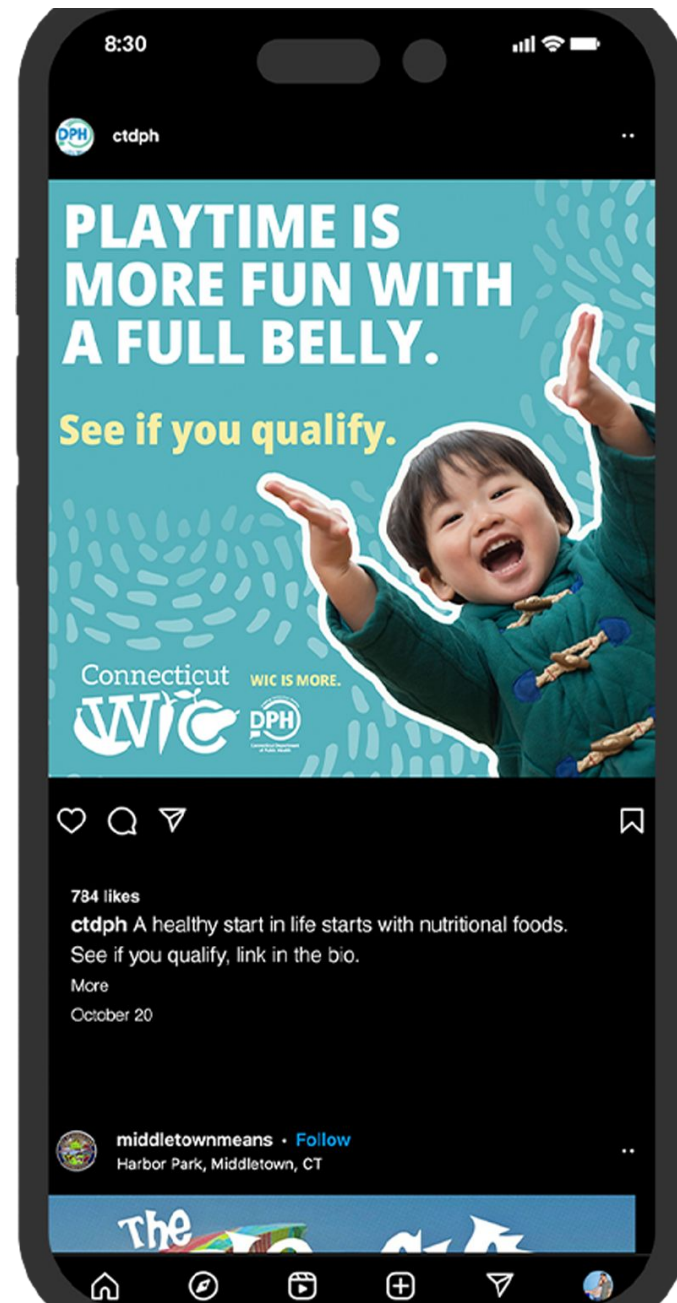


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# “WIC IS MORE”

Display Banners: English



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



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# “WIC IS MORE”

Display Banners: Spanish



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





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## **“WIC IS MORE”**

**FB/IG NEWSFEED & TIKTOK VIDEOS**

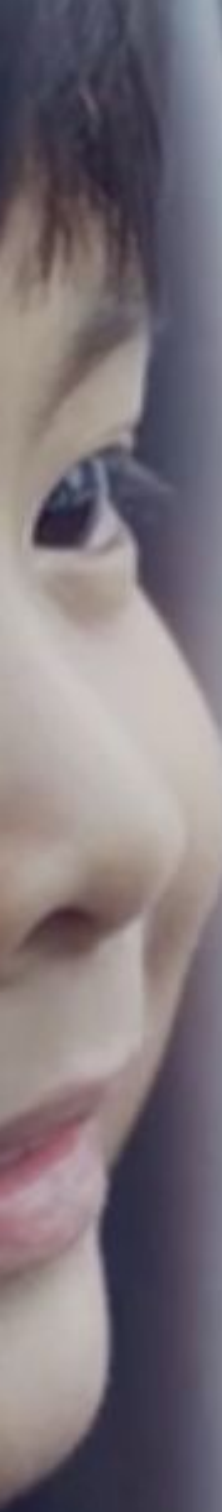
Version 1: [CLICK TO PLAY](#)

Version 2: [CLICK TO PLAY](#)

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

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





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# "WIC IS MORE"

Bus King



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

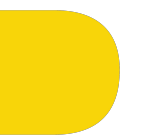


See if you qualify at  
[ct.gov/apply4wic](http://ct.gov/apply4wic)

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



Vea si califica en  
[ct.gov/apply4wic](http://ct.gov/apply4wic)







THANK YOU.