



CT PAID LEAVE WORKS

IMPACT-PL | RESPECT-PL | CONNECT-PL



Connecticut Paid Leave

Flight:

- January to June 2024

Overview:

- CTPL x Miranda Creative to prepare appropriate messaging that **affirms value and through strategic information delivery neutralizes political agendas.**

OPINION

Candelora (opinion): Paid family leave fund overflowing with taxpayer dollars

state Rep. Vincent Candelora state Rep. Vincent Candelora

Nov. 3, 2023



Connecticut House Minority Leader Vincent Candelora, R-North Branford, speaks during opening session at the State Capitol, Feb. 9, 2022, in Hartford, Conn.
Jessica Hill, FRE / Associated Press

There is perhaps no more recent or perfect example of government's ability to extract billions in hard-earned tax dollars from working people without them really knowing over a relatively short period – just one year in this



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IMPACT-PL: LinkedIn Campaign Results



- Impressions*: 68,146
- Clicks: 268
- Cost: \$4,724.40
- CPC: \$17.63
- CTR: 0.39%

** See next slide for target profiles*

IMPACT-PL: LinkedIn Campaign Demographics Results

Company Breakdown

Display: Company Columns: Video Time range: 1/13/2021 - 6/13/2024

Name	Impressions	Views
Connecticut General Assembly	1,372 (2.01%)	621 (2.23%)
State of Connecticut	1,355 (1.99%)	619 (2.22%)
U.S. House of Representatives	1,026 (1.51%)	421 (1.51%)
Connecticut House Democrats	817 (1.2%)	370 (1.33%)
Yale University	815 (1.2%)	332 (1.19%)
University of Connecticut	731 (1.07%)	341 (1.22%)
Travelers	630 (0.92%)	250 (0.9%)
Pratt & Whitney	614 (0.9%)	228 (0.82%)
United States Senate	584 (0.86%)	280 (1.01%)

Industry Breakdown

Summary Performance Demographics

Display: Company industry Columns: Video Time range: 1/13/2021 - 6/13/2024

Name	Impressions	Views	View Rate
Public Policy Offices	7,461 (10.95%)	3,366 (12.09%)	45.11%
Non-profit Organizations	7,270 (10.67%)	3,231 (11.61%)	44.44%
Higher Education	6,384 (9.37%)	2,607 (9.36%)	40.84%
Technology, Information and Internet	4,478 (6.57%)	1,767 (6.35%)	39.46%
Insurance	4,353 (6.39%)	1,694 (6.08%)	38.92%
Capital Markets	3,699 (5.43%)	1,405 (5.05%)	37.98%
Civic and Social Organizations	3,547 (5.21%)	1,645 (5.91%)	46.38%
Government Administration	3,325 (4.88%)	1,587 (5.7%)	47.73%
Business Consulting and Services	3,321 (4.87%)	1,317 (4.73%)	39.66%



IMPACT-PL: CT News Junkie

The screenshot shows two main components. On the left is an editorial cartoon titled "Whatever Doesn't Kill Him Makes Him Stronger" by John Darkow, dated November 7, 2023. The cartoon depicts a car labeled "DONALD TRUMP" and a truck labeled "JOE BIDEN" on a road labeled "2024 RACE". On the right is a promotional graphic for IMPACT-PL. It features a photo of a man in a suit holding a small red object. The graphic displays the following statistics: 55,111 CT workers received \$293,534,054 in approved benefit payments from June 1, 2022, to May 31, 2023. It includes a "LEARN MORE" button and the Connecticut Paid Leave logo.

Total Clicks



Total CTR



Total Spend



Findings:

Overall, V1 had the most clicks and highest click through rate to the CTPL website. While, V2 hybrid had the most views/brand awareness.

Version 1 - Slide In

Desktop:

- Views: 22,802
- Clicks: 112
- CTR: 0.49%

Mobile

- Views: 25,985
- Clicks: 201
- CTR: 0.77%

Total Views

287,067

Version 2 - Slide In

Desktop:

- Views: 19,408
- Clicks: 62
- CTR: 0.32%

Mobile

- Views: 19,408
- Clicks: 172
- CTR: 0.87%

Version 2 - Hybrid

Desktop:

- Views: 80,953
- Clicks: 21
- CTR: 0.03%

Mobile

- Views: 118,167
- Clicks: 96
- CTR: 0.08%



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IMPACT-PL: Capitol Report

Total Ad Server
(website)
Impressions:

January - February



Total CTR



Total Spend



The screenshot shows the homepage of ctcapitolreport.com. The main heading is "CAPITOL REPORT" in a large, bold, italicized font. Below the heading is a grid of news articles with headlines such as "CARDONA says federal funds are at stake if schools fail to combat antisemitism and Islamophobia...", "Hartford Line gets \$105M in federal funding to add tracks for more trains, improve signals...", "Amtrak receives \$827 million for Connecticut River rail bridge replacement...", "Eat Longo, Longtime GOP Stalwart, Dead At 86...", "CT gained 57,000 residents in 2022, the state's biggest increase in almost two decades...", "Fairfield protestors urge UI to bury the lines instead: 'This is 400 years of heritage and home'...", "Feds award \$8.8 million in police funding to Connecticut municipalities...", "Norwalk schools works with Friends of Animals to expand vegan lunch menu offerings in November...", "RENNIE: Shame CT must face for the death of a nurse at a halfway house for sex offenders...", "U.S. Treasurer, Chief of the Mohegan Tribe LYNN MALERBA Encourages UConn Audience To Embrace Change...", "ACLU sues SOUTH DAKOTA over its vanity plate restrictions...", "HAAR: CT lawmakers could ban PFAS in public water in 2024 as lawsuits mount...", "CHRIS MURPHY Wants to Make America a Little Less Lonely...", "All Hartford HealthCare hospitals earn straight A's for safety...", "CAMERON: The amazing work of transportation engineers...", "UConn John Dempsey Hospital Gets 6th Straight A-Rating for its Patient Safety Excellence...", "US to send high-level delegation to Australia on AUKUS mission...", "Struggling UMaine System sees some bright spots...", "BARBARA DALIO AND ANDREW FERGUSON: What it will take for all young adults to 'Make It Here'...", "On 2023's scoreboard: Down-ballot school elections...", "Pariah: Motivations, costs and regrets of a Board of Ed. activist...", "Manufacturing woes could sink US sub fleet. Can 3D printing save it?...", "POWELL: Car tax won't be eliminated, just moved or maybe hidden...".

In the center of the page is a large advertisement for IMPACT-PL. The ad features a blue background with a woman's face and the text: "IMPACT-PL 95% of respondents received a call or email back within one business day. CT PAID LEAVE WORKS LEARN WHY". Below the ad, there are several smaller advertisements, including one for "OPERATION FUEL power for good" and another for "Join us for the biggest".

IMPACT-PL: Hartford Business Journal

HBJ Digital Advertiser Report

Advertiser Information

Reporting Period	2024/04
Advertiser	CT Paid Leave
Products	Politics & Policies

Website Advertiser Campaign History

Politics & Policies

Month/Year	Campaign	Zone/Frequency	Impressions	Clicks	CTR
2024/03	CT Paid Leave 2024 (enews-march)	Half Page	14,567	25	0.17%
2024-04	CT Paid Leave 2024 (enews-april)	Half Page	9,267	13	0.14%
		Average CTR for CT Paid Leave			0.16%
		Average 2024 CTR all advertisers			0.11%
		Subscribers, March			13,269
		Average Open Rate,, March			36.74%

Total Spend: 3,550.00



Connecticut Paid Leave Miranda Creative

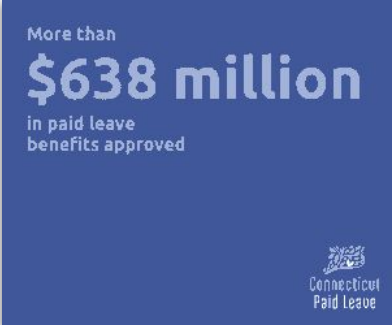


By the Numbers: *Summary*

Total Campaign
Clicks



Total Campaign
Impressions



Capitol Report



Hartford Business Journal

More than
\$638 million
in paid leave
benefits approved

Over
103,619
Connecticut
workers assisted

[SEE THE WORK](#)



CT News Junkie

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