



Connecticut Paid Leave (*outdoor, digital advertising, etc.*)

The Challenge: As Connecticut entered its 4th year among a growing number of states offering paid medical leave, it was time for messaging to shift from general awareness to focused messaging regarding value, impact, and education regarding correct methods of filing/claiming benefits.

It was especially important to create relevant content that spoke to:

- ***Micro business owners and their employees (often not in compliance)***
- ***Diverse employees with approachable images/content***
- ***Legislators and decision-makers to ensure continued support***
- ***General consumers who had not yet entered the CT Paid Leave Experience and were to be encouraged to learn more, well in advance of facing any need.***

The Solution: *Miranda Creative developed a multi-channel campaign with strategic placements designed to reach the above-noted communities. We developed new billboard/outdoor content that captured the attention of the consumer market. In addition, through profile-based digital media to market-preferred media such as CT News Junkie or similar, we were able to deliver specific messages/call to action to ideal audiences.*

