

IMPACT



Bonneville County, 2925 Rollandet, Idaho Falls, ID 83402; 208-529-1390; Fax 208-529-1391

Paid Advertising in Bingham and Bonneville Counties Pays Off

The Situation

With fewer University of Idaho Extension Educators and increasing clientele requests, it has become necessary to increase our effectiveness in the programs being offered by recruiting larger audiences, making more people aware of educational opportunities provided by Extension, and by reaching a more diverse clientele. Using traditional marketing methods, Meal Time in Less Time and the Medicare Prescription Drug Card Education program were advertised but few participants responded. In Bonneville and Bingham counties, a total of 4 people registered for Meal Time in Less Time and only 3 people enrolled in the Medicare Prescription Drug Card program when it was made available through the Area VI Agency on Aging.

Our Response

To reach a larger, more diverse audience, different marketing strategies were implemented. Through the use of grant funding provided by the Center for Medicare and Medicaid Services and the University of Idaho Critical Issue and Urban Grant funding, television commercials, radio advertisements, and newspaper advertisements were produced and purchased. These marketing strategies reached all of eastern Idaho, including Bingham and Bonneville counties.

MEDICARE PRESCRIPTION DRUG CARD ADVERTISING

TYPE OF ADVERTISING	AMOUNT SPENT
Television	\$2,820
Newspaper	\$420
Radio	\$300
Totals	\$3,540

MEAL TIME IN LESS TIME

TYPE OF ADVERTISING	AMOUNT SPENT
Television	\$1,225
Newspaper	\$210
Totals	\$1,435



Program Outcomes

With using traditional non-paid advertising, 3 people enrolled in the Medicare Prescription Drug Card program. After implementing the paid advertising, 121 people enrolled in the program. For the Meal Time in Less Time program, two people in Bonneville County and two people in Bingham County registered for the program when it was offered in 2004. In 2005, the paid advertising ran for two weeks prior to the program. Thirty-three people attended in Bonneville County and 14 attended in Bingham, which is a 1,475% increase from the year 2004.

RESULTS OF BOTH PROGRAMS COMBINED

AMOUNT SPENT	NUMBER ENROLLED	COST PER PERSON
Television	133	\$30.41
Newspaper	18	\$35.00
Radio	4	\$75.00

To ensure a secure future for Extension it is necessary to recruit new participants to our programs. For the Meal Time in Less Time program 30 of the 57 participants indicated they had never attended an Extension program prior to participating in Meal Time in Less Time. Of the 30 new participants, 15 responded because of the television ads, 2 learned of the program from the radio, and 5 enrolled as a result of seeing the newspaper advertisement.

The Future

These two case studies emphasize the need for paid advertising to inform people of extension programs. Television advertising is costly, but it drew the largest number of participants to the two extension programs. In Bonneville and Bingham counties, paying for advertisement allowed us to present programs that had previously failed to recruit enough participation necessary to host the event. In the future, we will incorporate advertising dollars in the cost of offering the program and will seek grant funding to offset this expense.



For More Information

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