EARLY CHILDHOOD MARKET RESEARCH REPORT

TEAMFRIDAY

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cross-cultural research

COUNTY OF LOS ANGELES
OFFICE FOR THE ADVANCEMENT OF EARLY CARE AND EDUCATION

County of Los Angeles Public Health

Executive Summary

The Los Angeles County Department of Public Health (LACDPH) and the Office for the Advancement of Early Care and Education (OAECE), in partnership with Team Friday and ThinkNow, conducted a marketing landscape report that consists of a three-phase research study to identify effective marketing strategies for communicating with parents and guardians of children ages birth through 12 years old in Los Angeles County.

About This Report

This report equips early care and education providers, community partners, and county stakeholders with evidence-based insights to strengthen their outreach efforts. It combines strategic guidance with community research to help organizations make informed decisions about how to connect with LA County families.

What's Inside

This report is organized into three main sections:

Marketing Communication and Outreach Tactics provides an overview of various marketing communication channels from digital platforms to traditional media, and community touchpoints, with guidance on their strengths, costs, and measurement approaches.

Marketing Campaign Research analyzes existing government and non-profit campaigns, including First Five LA's bilingual education initiative, First 5 California's toxic stress awareness campaign, and Para Los Niños' family support programs, to learn from their success and challenges to inform future communication strategies.

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Marketing Communication and Outreach Tactics

Communication Channels for Parent and Caregiver Outreach

In Los Angeles County, reaching parents and caregivers of children ages birth through 12 requires a strategic, multi-channel approach that reflects the diverse and dynamic nature of our community. With a linguistically diverse county, and significant variations in digital access across regions, it's important to select channels that meet families where they are. To effectively share information about early care and education services, we should consider a comprehensive mix of digital platforms, traditional media, and community touchpoints that deliver consistent core messages while adapting to each channel's unique strengths. Parents of infants, preschoolers, and school-age children often seek information through different channels and touchpoints, requiring age-tailored approaches. Each channel offers unique advantages in reaching specific segments of our target audience, considering factors such as language preferences, geographic location, and digital accessibility.

The following overview outlines key communication channels across three main categories: digital platforms, traditional media, and community touchpoints. These categories can work together to create multiple reinforcing touchpoints throughout a parent's decision-making journey. This multi-layered approach ensures we can reach parents and caregivers where they are, in the languages they speak, and through the mediums they trust most. By understanding the strengths and limitations of each channel, we can develop a coordinated communication strategy that maximizes reach and engagement while efficiently utilizing available resources.

Our channel selection considers several critical factors:

- Geographic distribution across LA County's diverse regions.
- Language accessibility for the county's major language groups.
- Age-specific targeting capabilities for different child age groups.
- Cost-effectiveness and measurable impact.
- Cultural relevance and community trust.
- Message flexibility and content adaptation potential.

Channel Analysis Framework

Digital Platforms

Digital platforms provide valuable ways to connect with parents and caregivers of children across all age groups. These channels offer precise targeting capabilities, real-time engagement opportunities, and robust analytics for measuring effectiveness.

Social media platforms (Instagram, Facebook, TikTok, YouTube)
Each platform serves distinct demographic profiles and content preferences. Instagram and Facebook excel at reaching millennial parents through visual storytelling and parenting communities. TikTok provides access to younger parents through short-form, authentic content that can quickly

communicate child care resources. YouTube offers longer-form educational content that allows for detailed explanation of child care services and benefits.

Email Marketing
Email marketing delivers personalized information directly to parents, making it effective for sharing specific content based on a child's age, where families live, or their particular needs. With email, the subscriber list can be segmented according to life stage or needs (ex. First time parents, families with older children etc.), and messages can be customized as needed, ensuring families receive age-appropriate resources, or information that suits their needs throughout their child's development.

Mobile Apps and Messaging
Offers immediate, convenient access to information for busy parents. Push notifications and text alerts can deliver time-sensitive information about enrollment periods, available child care spots, or upcoming events, meeting parents where they already spend significant time.

Online Parenting Forums/Communities
These trusted spaces foster peer-to-peer recommendations and authentic discussions about child care needs. Participating in these communities allows for building credibility while addressing specific concerns and questions parents may have about early childhood education options.

Online Search (Search Engine Marketing)
Search engine marketing helps reach parents who are actively looking online for child care information. By using the right keywords and search terms, LA County's child care resources can appear when parents are searching for help, providing timely information exactly when families are making important decisions about child care.

Traditional Media

Even as digital platforms grow in popularity, traditional media channels continue to play an important role in reaching diverse families across LA County. These channels are especially valuable for connecting with communities that have limited internet access and with older caregivers who may rely more on conventional information sources.

Local Television
Local TV reaches large numbers of viewers and can tell stories effectively with visuals. Planning ads during specific times like morning shows and early evening news helps reach parents when they're most likely to be watching with their families. Programs in Spanish and other languages provide important ways to connect with diverse communities across LA County

Radio (Including In-Language Stations)
Offers excellent commute-time reach and strong cultural connections through in-language stations. Radio personalities often serve as trusted voices within specific communities, lending credibility to child care messages through their endorsement or discussion.

Print Media
Local newspapers, publications in different languages, and parenting magazines put your information in a context that matters to families and may stay available longer than digital content. Print materials can be physically passed between family members who help make child care decisions and kept for later use when needed.

Out-of-Home / Place Based Advertising
Placing messages where parents regularly go—such as pediatrician offices, grocery stores, bus stops near schools, and other high-profile areas. These visual reminders support messages they might see elsewhere and reach parents during their everyday activities.

Community Touchpoints

Community-based channels build on relationships that already exist in neighborhoods and create opportunities for in-person conversations about child care resources. These personal interactions help families better understand available services and develop trust in the information they receive.

School-based communications
Schools serve as natural information hubs for families with children of all ages. Backpack flyers, parent meetings, and school communication apps provide direct access to families who are already connected to their local schools.

Healthcare provider networks
Pediatrician offices, community clinics, and woman, infant, and children (WIC) centers are important places where parents go specifically for their child's health needs. When families visit these locations, there are natural opportunities to include child care information as part of discussions about how children grow and develop.

Community centers and libraries
These public spaces welcome families and already serve as places where people go for community resources. They're good locations for hosting in-person workshops, sharing materials, and having staff available to help families understand and find the right child care options.

Places of Worship
Places of worship often become trusted sources of information for many families. The regular meetings and existing communication methods at churches, mosques, temples, and other religious centers can help share child care information through community leaders people already know and trust.

Local Parenting Groups and Cultural Organizations
These grassroots networks offer authentic peer-to-peer information sharing. Partnering with these organizations allows messages to be culturally adapted and delivered by trusted community members.

Measurement Metrics

Understanding how to measure each channel's effectiveness can help optimize marketing strategies and demonstrate the impact of your marketing and outreach efforts.

Reach Metrics
Quantifies the potential audience size reached through each channel. Digital platforms provide precise reach data, while traditional media offers estimated audience figures based on ratings and circulation. Community touchpoints may require alternative measurement approaches, such as attendance counts or material distribution tracking.

The reach campaign will vary across channels, influenced by factors such as:

- Digital platforms: Targeted audience demographics, ad placement, and bidding strategies.
- Traditional media: Time of day, programming content, and geographic location.
- Community touchpoints: Foot traffic, event attendance, and partnership reach.

To maximize reach, campaign optimization can:

- Utilize a mix of digital and traditional channels to engage diverse audiences.
- Leverage community partnerships and touchpoints to amplify the message.
- Continuously monitor and adjust strategies to optimize reach and engagement.

Key factors that influence reach across these channels include:

- Target audience demographics and behaviors.
- Channel-specific metrics (e.g., ad impressions, website traffic, viewership ratings).
- Seasonality and timing of campaigns.
- Competition and market saturation.
- Budget allocations and resource constraints.

Engagement Rates
Measures how audiences interact with content across channels. Digital engagement includes clicks, shares, comments, and time spent, while traditional media engagement might be measured through call-in responses or QR code scans. Community touchpoint engagement can be tracked through event participation, follow-up inquiries, or resource utilization.

Cost per Impression/Engagement
Evaluates investment relative to outcomes. Cost per impression, cost per click, or cost per acquisition metrics help compare efficiency across channels. This analysis should consider both immediate costs and long-term relationship building value.

Conversion Tracking Methods
Maps the journey from awareness to action. Digital tracking uses pixels, custom URLs, and landing pages to monitor specific actions. Traditional media conversions might be tracked through dedicated phone numbers or promotion codes. Community touchpoints can implement intake questionnaires to identify referral sources.

Marketing Tactics Comparison Chart

The following comparison chart provides an overview of potential marketing channels and tactics across digital platforms, traditional media, and community touchpoints to reach families seeking child care in LA County. This analysis offers current estimates of cost ranges, engagement metrics, and other key factors to consider when building an effective outreach strategy.

It's important to note that the marketing landscape continuously evolves, with costs, engagement rates, and platform popularity shifting over time. The figures presented represent a snapshot based on current industry benchmarks and should be used as a general guide rather than absolute values. When implementing these strategies, you should verify current rates with media partners and adjust expectations based on specific campaign goals, geographic focus, and target audience segments.

This chart is meant to help you make informed choices by showing the strengths, limitations, and costs of each channel. As you build your marketing plan, think about how these different channels can work together to connect with families multiple times during their search for child care resources.

DIGITAL PLATFORMS							
Channel	Cost Range Approximate *CPM (Cost Per Thousand) CPC (Cost Per Click)*	Avg Impressions	Engagement Rate	CPI *(Cost Per Impression)*	Geographic Targeting	Tracking Method	Media Restrictions *High - strict Medium - moderate Low - minimal*
Instagram Stories Instagram Reels	$1.80-$6 CPM $0.30-$1.35 CPC $4-$9 CPM $0.40-$1.80 CPC	1,600-3,200 imp. per 1,000 followers 2,400-5,000 imp. per 1,000 followers	4-6% 7-11%	$0.002-$0.0065 $0.0045-$0.0095	Zip code level	Meta Pixel, UTMs, Engagement metrics	Low*:* Multiple formats, Stories, Reels, interactive elements
Facebook Stories Facebook Reels	$2.20-$7.00 CPM $0.35 -$1.40 CPC $3.50-$8.50 CPM $0.45-$1.70 CPC	1,400-3,200 imp. per 1,000 followers 2,200-4,500 imp. per 1,000 followers	3.5-5.5% 5-8%	$0.0022-$0.0070 $0.0035-$0.0085	Zip code/radius	Meta Pixel, Conversion tracking	Low: Groups, events, long-form content
YouTube	$8-$25 CPM $0.08-$0.45 CPC	4,000-10,000 imp. per 1,000 subscribers	2-5%	$0.007-$0.022	DMA/zip code	Google Analytics	Low: Video content, channel, ads
Email Marketing	$0.008-$0.09 per email sent	35-45% open rate	2.5-4.5% click-through rate	$0.0023-$0.026	List segmentation	ESP metrics, opens, clicks	Low: Personalized content, newsletters
Podcast Ads	$12-$45 CPM	8,000-30,000 per episode	1.5-3% conversion rate	$0.01-$0.04	DMA targeting	Promo codes, custom URLs	Medium: Audio read by host, or produced ads

TRADITIONAL MEDIA				
Channel	Cost Range Approximate *CPM (Cost Per Thousand)* *CPC (Cost Per Click)*	Geographic Targeting	Tracking Method	Media Restrictions *High - strict* *Medium - moderate* *Low - minimal*
Out-of-Home (Billboard, Transit Shelters)	Billboards: $650-$1,200 Transit Shelters: $500-$850	Billboards: Specific locations, intersections, highways. Transit Shelters: Near bus/train stops and commuter routes.	Billboards: • Impressions: Traffic count, visibility metrics. • Engagement: Surveys, website traffic, promo codes. Transit Shelters: • Impressions: Bus/train traffic, shelter visibility. • Engagement: QR codes, SMS, website traffic.	Medium: Generally static, limited inventory
Place-based (grocery stores, retail, restaurants, laundromats, gas stations, and other high-traffic areas)	$375-$500	Specific locations such as grocery stores, retail, restaurants, laundromats, gas stations, and other high-traffic areas	• Impressions: Foot traffic, dwell time metrics. • Engagement: QR codes, SMS, website traffic, surveys.	Medium: Generally static, limited inventory
Digital Publications	$10 CPM - $20 CPM	Demographic targeting: (Age, gender, income, interests) Behavioral targeting: (Browsing history, search queries) Contextual targeting: (Website content, keywords) Retargeting: (Previous website visitors, engagement)	• Impressions: Ad servers, page views. • Engagement: Click-through rates, conversions, interaction metric	Low: Editorial format, multiple formats
Print Publications	$650 - $2,300 per ad	Zip codes, neighborhoods, cities.	• Impressions: Circulation numbers, readership metrics. • Engagement: Coupons, promo codes, website traffic.	Medium: Print deadlines, inventory limits

COMMUNITY TOUCHPOINTS				
Channel	Cost Range Approximate	Geographic Targeting	Tracking Method	Message Flexibility *High - minimal restrictions* *Medium - moderate restrictions* *Low - strict restrictions*
School-based communications (flyers, newsletter)	Varying costs between $50 - $300, not including printing	School district boundaries; individual school zones	QR codes, custom URLs, direct response	Low: Formal communications and official partnership may be required
Healthcare provider networks (waiting room material)	Varying costs between $200 - $1000 Government or community-based organizations may offer free or low-cost placement	Specific provider locations; health system service areas	Provider tracking, appointment attribution	Low: HIPAA constraints, health-relevant content preferred
Community centers and libraries (bulletin board)	Varying costs between $0-$300, not including printing	Neighborhood boundaries	Attendance tracking, dedicated URLs, program sign-ups	Medium: Programs, resources, educational materials
Religious institutions (bulletins, newsletters)	Varying costs between $0 - $250	Congregation boundaries	Sign-up forms, dedicated contacts, event attendance	Medium: Must align with institution values, family-friendly focus
Local parenting groups (speaking opportunities)	Varying costs between $50-$250 per person/group	Neighborhood specific	Direct sign-ups, referral tracking, relationship-based	High: Direct dialogue, authentic connection, trust-based
Cultural organizations (event sponsorships)	Varying costs between $100 -$1000 There may be additional free or low-cost ways to engage	Neighborhood concentrations	Event attendance, leader referrals	Low: Culturally relevant, language-specific, community-oriented

Glossary Of Terms

An explanation of the terms found in The Marketing Tactics Comparison Chart.

Channel: A medium or platform through which marketing messages are delivered to potential customers. Examples include social media platforms (Instagram, Facebook), email, billboards, community centers, or podcast advertisements.

Click-through Rate (CTR): The percentage of people who click on a link after seeing your content. For example, if 100 people see your online ad and 5 people click on it, your CTR is 5%. This helps measure how compelling your content is to viewers.

Conversion Rate: The percentage of people who take a desired action after engaging with your marketing materials. This could be signing up for child care services, requesting more information, or downloading a resource. A higher conversion rate means your marketing is effectively motivating people to take action.

CPC (Cost Per Click): The amount you pay each time someone clicks on your digital advertisement. For example, if you spend $100 on an ad campaign that receives 50 clicks, your CPC is $2 per click. This helps you understand how cost-effective your digital advertising is.

CPI (Cost Per Impression): The cost to have your content displayed to potential viewers, regardless of whether they interact with it. This helps you understand how efficiently you're spending your budget to reach your audience.

CPM (Cost Per Thousand): The cost to have your content displayed 1,000 times to potential viewers (M is the Roman numeral for 1,000). Similar to CPI, this metric helps you compare costs across different marketing platforms.

Custom URLs: Specially created web addresses that help track where visitors are coming from. For example, a flyer distributed at a school might include a unique website link (like www.yourwebsite.com/school) that helps you track how many people visited your website after seeing that specific flyer.

DMA (Designated Market Area): A geographic region where the population receives the same TV and radio programming, and often the same advertisements. DMAs help advertisers target specific regions (like the Los Angeles media market) rather than using zip codes or neighborhood boundaries.

Dwell Time: The amount of time a person spends looking at or interacting with content or an advertisement. Longer dwell times typically indicate higher engagement and interest.

Engagement Rate: The percentage of people who interact with your content in some way—through likes, comments, shares, clicks, or other actions. Higher engagement rates suggest your content is relevant and interesting to your audience.

ESP (Email Service Provider): A platform or service that helps you create, send, and manage email campaigns. ESPs typically offer tools for designing emails, managing contact lists, scheduling messages, and tracking results like open rates and clicks.

Open Rate: The percentage of recipients who open an email after it's delivered to their inbox. For example, if you send 1,000 emails and 350 are opened, the open rate is 35%.

Impressions: The number of times your content or advertisement is displayed, regardless of whether it was clicked or engaged with. For example, if your social media post appears in 500 people's feeds, that counts as 500 impressions. This helps measure how widely your message is being seen.

Pixel: A small piece of code placed on your website that collects data about visitor actions. Pixels help track how people interact with your site after seeing your marketing materials, allowing you to measure effectiveness and optimize future campaigns. Different platforms offer their own pixels (like the Meta Pixel for Facebook/Instagram or the Pinterest Tag)

Meta Pixel: A piece of code added to your website that helps track visitor actions after they've seen or clicked on a Facebook or Instagram ad. This tool helps you understand if your social media advertising is leading to meaningful actions on your website.

Retargeting: A strategy that shows ads to people who have previously visited your website or engaged with your content but didn't complete a desired action. For example, if someone looks at your services page but doesn't request information, retargeting will show them relevant ads as they browse other websites to remind them about your services.

UTM (Urchin Tracking Module): Special text added to the end of a website link that helps you track where your website visitors are coming from and which marketing campaigns are most effective. For example, a link shared in an email newsletter might include UTM parameters that tell you how many website visitors came specifically from that email.

DMA (Designated Market Area): A geographic region where specific television and radio stations, newspapers, or other media outlets reach a defined audience. DMAs are commonly used for targeting advertisements to specific metropolitan areas

Geographic Targeting: The practice of delivering advertisements or content to users based on their physical location, such as zip codes, neighborhoods, or regions. This helps ensure your marketing reaches families in specific areas of LA County.

Media Restrictions: Limitations or guidelines that determine what type of content can be created for a particular marketing channel.

Place-Based Advertising: Marketing that appears in specific physical locations where your target audience spends time, such as grocery stores, laundromats, or gas stations. This allows you to reach families during their daily routines.

Marketing Campaign Research

This research examines successful government and non-profit campaigns focused on early childhood development and parental support across Los Angeles County and California. The analysis explores two key initiatives: First 5 LA's "Two Languages. Twice the Opportunities" campaign promoting bilingual education, First 5 California's "Stronger Starts" campaign raising awareness of toxic stress in children, and the Para Los Niños early education and family support programs. Each campaign demonstrates effective strategies for reaching diverse communities through culturally sensitive, multilingual outreach using various media channels. The review identifies successful patterns, common challenges, and actionable insights that can inform future public health and early childhood education initiatives targeting families from diverse backgrounds.

Public Sector Campaigns

First 5 LA 2023: Two Languages. Twice the Opportunities

Campaign Overview
First 5 LA launched the "Two Languages. Twice the Opportunities" campaign to encourage dual language learning and to dispel myths that children who grow up in a multilingual environment will hinder the child's development. In addition to First 5 LA, the collaborators are led by the following: the L.A. County Office of Education (LACOE), the Child Care Alliance of Los Angeles (CCALA), the L.A. County Office for the Advancement of Early Care and Education, the L.A. County Child Care Planning Committee, Partnerships in Education, Articulation and Coordination in Higher Education (PEACH), Early Edge California, and UNITE-LA.

The campaign evolved through multiple phases from 2022 to 2024, with each phase expanding reach and effectiveness. The campaign started with a $75,000 public education budget, leveraging existing Quality Start Los Angeles (QSLA) assets and relationships. By 2024, with additional funding from LACOE ($2 million), the campaign expanded from Spanish to Chinese to include four additional languages: Khmer, Vietnamese, Korean, and Armenian.

Target Demographic Match
Parents and families who speak Spanish, Chinese, Khmer, Vietnamese, Korean, and Armenian. The campaign focused on parents of young children and early childhood education professionals. A broader targeting approach was necessary for four of these six language groups due to their limited audience size in the region.

Geographic Relevance
LA County, with targeted media placements across high-traffic areas and community-focused channels.

Budget Scale
Funded as part of First 5 LA's Dual Language Learner Initiative, the initial budget was $3.7 million. In 2024, LACOE provided additional funding of $2 million to scale the campaign with four additional languages. A social media campaign in 2024 had a budget of $30,000.

Success Metrics

Child care providers stated that parents received the in-language brochures with enthusiasm. A provider who provides child care in Monterey Park for 11 Chinese-speaking children, ages 14 months to 4 years, stated that the brochure has alleviated fears of many parents who were concerned that teaching their native language to their children may cause speech delays or hold them back academically in school. The campaign's social media efforts in 2024 generated 8 million impressions and reached 5.3 million people across six languages, with 5,300 link clicks. Outdoor media delivered over 575 million impressions, significantly exceeding planned placements. Flowcode website tracking showed 955 scans with 842 unique scanners over the campaign period.

Success Patterns Analysis

The campaign appeared across multiple platforms, including display posters, billboards, and bus benches. Placements also included radio spots and newspaper ads that ran in 2023. Additionally, campaign materials such as brochures in Spanish and Chinese were distributed to 100 child care providers to share with their client families, county and city library systems, and First 5 LA-funded home visiting services. The brochures suggested several ways parents can help their children learn their home language, such as teaching them songs, watching videos, playing games, taking them to cultural events, and praising their efforts to converse at home.

The campaign strategy evolved from convenience store posters (designed for 3-5 exposures) to extensive outdoor placements including bus benches, billboards, and transit shelters. Media strategy showed impressive results: indoor transit shelters delivered 120.8 million impressions, C-store posters delivered 94 million impressions, and gas pump advertising delivered 59.5 million impressions.

By 2024, Phase 3 of the campaign had built a comprehensive database of child care providers and expanded to 600 locations/partners. The mailing of brochure packets through trusted messenger relationships proved remarkably effective. All printed materials featured QR codes to drive traffic to language-specific resources on the Quality Start Los Angeles (QSLA) website.

For the 2024 social media campaign, META was selected as the primary platform after testing showed it outperformed LinkedIn and X (formerly Twitter). Spend allocation was strategically based on audience size, with English and Spanish receiving the majority of investment. Khmer, Chinese, and Armenian showed the highest engagement rates with click-through rates (CTRs) of 0.39%, 0.20%, and 0.19%, respectively.

Challenges Identified

Historical Context

In 1998, Proposition 227 was passed to eliminate bilingual education and require public schools to teach all students only in English. This law was repealed by voters in 2016.

Language Barriers

Los Angeles County is the highest multilingual county in the state. Over 60% of children under five live in households where English is not their first language. Over time, parents have heard misconceptions about bilingualism, such as that hearing two languages in the household can confuse young children or that speaking a foreign language can prevent children from successfully learning English.

Limited audience size for specialized language groups presented targeting challenges. For languages like Khmer, Vietnamese, Korean, and Armenian, the campaign had to use broader targeting approaches

rather than adding filters for parents or specific age groups, which would have further reduced the potential audience.

Translation quality and logistics posed challenges, particularly for languages like Khmer, which presented design constraints. Establishing trust in primary and secondary translators was identified as a key challenge because translators are located in other countries and have various approaches to translating the English language.

Actionable Learnings
Research has shown that children who grow up learning a second language have access to increased opportunities, such as having a lower risk of developing dementia, exhibiting higher cognitive flexibility, accessing more job opportunities, and displaying a stronger sense of identity and awareness of cultural diversity.

A child care provider stated that more in-depth resources to give parents about bilingual children's benefits are needed for future use.

Campaign performance data revealed that:

- Language-specific targeting on Meta significantly outperformed other platforms.
- Smaller language communities showed higher engagement rates despite a smaller audience size.
- Developing trusted messenger relationships was crucial for distribution effectiveness.
- QR code tracking provided valuable metrics on engagement with physical materials.

For future campaigns, recommendations include:

- Developing more nuanced visuals tailored to each language segment.
- Running various creative approaches simultaneously for optimization.
- Prioritizing Meta for language-targeted social media campaigns.
- Conducting A/B testing between static and video content.

First 5 California 2023: Stronger Starts

Campaign Overview
First 5 California launched its “Stronger Starts” campaign in 2023 to introduce caregivers to the dangers of toxic stress response caused by adverse childhood experiences (ACEs), educate families about the ways it affects children’s health, and provide realistic steps caregivers could take to protect children from toxic stress. Toxic stress is when a child has difficult experiences; the stress builds up inside their body. If there isn’t any support from a parent or caregiver, it can turn into toxic stress, which can have lasting physical and mental effects.

Target Demographic Match
Through multiple channels, the campaign reached California’s diverse Asian-American Pacific Islander (AAPI) community. This included radio spots in Vietnamese, Tagalog, Korean, and Hmong languages, as well as out-of-home advertising, media, and activations in local communities, as well as interviews on popular TV and YouTube channels within the AAPI community. The campaign also provided educational messaging in both English and Spanish to ensure widespread awareness among caregivers throughout California.

Geographic Relevance
State of California, with specific emphasis on reaching underserved communities and areas with limited internet access.

Budget Scale
The total budget for this campaign was $35 million. The specific media campaign budget allocated for the Los Angeles County focus was not clearly specified in the available data.

Success Metrics
The campaign's microsite, first5california.strongerstarts.com, gained 220,000 web visits and tens of thousands of clicks, video views, and more. The parent site, First5California.com, gained over 1.3 million views over the years. A microsite is a branded, single-purpose website with limited pages that focuses on a specific campaign, typically functioning as a supplement to a main website.
First 5 California experienced significant growth across social media platforms, including 212,000 Facebook followers, 12,100 Instagram followers, 2,000 on Pinterest, 2,300 on X (formerly Twitter), and 34,200 on TikTok with an impressive 152 million views.

Success Patterns Analysis
The campaign provided educational messaging for TV, radio, digital, and outdoor advertisements in English and Spanish to ensure widespread awareness among caregivers throughout California.

First 5 California launched an experiential exhibit to connect directly with parents and caregivers to spread the message about the dangers of toxic stress. They were able to provide them with actionable tips and take-home tools to prevent toxic stress, all while their children were enjoying the fun event activities.

The campaign directed parents and caregivers to a microsite where they could find easy-to-implement tips for protecting their children from toxic stress. The site also provided information about what toxic stress is and how it can harm children's development.

The campaign's bilingual approach (English and Spanish) supported the needs of California's diverse parent population, making critical information accessible to a broader audience. Through consistent community management and strategically promoted posts, user engagement steadily increased across all social media platforms.

Challenges Identified
- Limited internet access in underserved areas made online outreach less effective, requiring alternative communication channels to reach these populations.
- Overcoming skepticism and lack of awareness about early childhood programs presented a significant challenge, requiring trust-building and educational components in all messaging. Encouraging continued engagement beyond the campaign's duration required developing materials and resources that would remain relevant and useful to parents over time.
- Effectively explaining the complex concept of toxic stress in ways diverse audiences could understand and act upon requires careful message crafting and testing.

Actionable Learnings
The site was created in English and Spanish to support the needs of California parents and caregivers. It was also accessible from the parent site First5California.com, creating a cohesive user experience across

platforms. Through consistent community management and promoted posts, user engagement on First 5 California's social platforms steadily increased, demonstrating the value of ongoing investment in social media presence.
User feedback revealed that many wished the Stronger Starts campaign had existed during their childhood. This insight helped guide the development of strategic communications that resulted in real behavior change and emotional connection with the audience.

Campaign performance data revealed that:

- Experiential exhibits created strong engagement and provided valuable opportunities for direct education.
- Bilingual content significantly increased reach and engagement.
- Digital microsites with easy-to-implement tips generated substantial traffic.
- Social media growth across multiple platforms created diverse touchpoints for different audience segments.

For future campaigns, recommendations include:

- Developing additional language options beyond English and Spanish.
- Creating more offline resources for communities with limited internet access.
- Implementing longer-term follow-up strategies to encourage continued engagement.
- Expanding partnerships with trusted community organizations to enhance message credibility.
- Utilizing user testimonials and feedback to refine messaging and resources.

Non-Profit Campaign

Para Los Niños: Early Education & Family Support Programs

Campaign Overview
Para Los Niños has established itself as a comprehensive early education provider that extends far beyond traditional child care services. The organization implements a holistic approach through dedicated mental health and family services departments that address immediate family needs, including providing essential supplies for the family's needs. Following the COVID-19 pandemic, Para Los Niños experienced a strategic pivot as families eagerly sought to reintegrate their children into educational centers, catalyzing enhanced outreach through digital media, home visiting, and streamlined intake processes. A distinguishing organizational strength has been the deployment of Family Specialists at each school site and center, creating dedicated touchpoints for family engagement that generate substantial referrals and community trust.

Target Demographic Match
Para Los Niños implements geographic targeting that acknowledges diverse community needs throughout Los Angeles County. Their service model demonstrates cultural competency through location-specific approaches: Burbank operations address Armenian community needs, the Caruso location serves Skid Row's cultural needs, and the Cypress site specializes in services for younger families. Industry-specific targeting represents another layer of demographic precision, with particular attention to working families in local manufacturing sectors such as the flower and textile industries, who face child care challenges requiring specialized infant and toddler care arrangements.

Geographic Relevance

Para Los Niños has developed a nuanced approach to service delivery across Los Angeles County, with program designs tailored to each neighborhood's cultural, linguistic, and socioeconomic characteristics. The organization has strategically positioned itself within the community by maintaining an active presence at community colleges, job fairs, youth development departments, and local centers. Creating multiple touchpoints for family engagement and program visibility establishes the organization as an embedded community resource rather than an external service provider.

Budget Scale
Para Los Ninos operates under funding constraints that create accountability pressures, unused allocations potentially jeopardizing future resource availability. This drives strategic outreach initiatives to maximize enrollment and service utilization. They've prioritized marketing investments, particularly in promotional materials featuring authentic images of their teachers and parents. This approach has proven successful in digital campaigns where genuine community representation resonates with target audiences.

Success Metrics
The campaign delivered strong results across key metrics. Preschool enrollment increased by 20% in target neighborhoods, directly addressing the primary campaign objective of expanding educational access for underserved communities. The family support program completed over 1,000 home visits, providing personalized assistance and resource connections to families facing multiple barriers. Digital and print outreach efforts collectively reached an audience exceeding 50,000, creating broad community awareness of available services. This multi-channel approach effectively leveraged social media through strategic content publication that expanded reach beyond existing followers. The organization's platform, Class Dojo, showed substantial growth in parent engagement through weekly posts documenting teacher-student interactions, while parent education events consistently reached capacity attendance.

Success Patterns Analysis
Brand identity development has emerged as a significant success factor for Para Los Ninos, with their distinctive panda logo and branded merchandise creating immediate recognition that naturally generates inquiries in public spaces.

The organization has also implemented capacity management through Family Specialists, coordinating with the Los Angeles County Office of Education (LACOE) when internal enrollment capacity is reached. This ensures families receive quality alternative placements rather than rejecting their application.

Challenges Identified
- Para Los Niños faces structural challenges due to Transitional Kindergarten (TK) expansion in public schools, needing to make adjustments to enrollment age ranges and creating competitive pressure from free public alternatives.
- Administrative barriers present obstacles to program access, with lengthy application processes and qualification requirements creating entry challenges for families needing child care services.
- Operational capacity constraints exist between the demand for infant and toddler care and limited physical space, particularly for working families requiring child care to maintain employment.

Actionable Learnings
The campaign performance analysis reveals significant insights that can shape future strategy development for Para Los Niños.

- The organization’s most effective elements included brand promotion through merchandise, blended digital outreach strategies, and educational transparency tools to build parent trust. The post-COVID context created unique opportunities for digital engagement while revealing persistent challenges in application accessibility and capacity limitations. These findings point toward several strategic adjustments that could enhance future campaign effectiveness and program accessibility.

For future campaigns, recommendations include:

- Develop culturally-specific outreach materials that reflect these distinct communities' unique language and cultural needs.
- Create industry-targeted communication emphasizing wraparound services tailored to working parents and families.
- Enhance parent education events with culturally-relevant developmental content and essential needs to increase engagement with multiple service aspects.

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