

Kids Explain Campaign Results
February 24, 2022

Campaign Objectives

- Primary objective: **Awareness**
 - Build brand awareness & increase **Reach**
- Secondary objective: **Consideration**
 - **Engagement**



Audience Targeting

For the Kids Explain campaign, we used insights from our past campaigns to test additional hypotheses & optimize throughout the campaign based on who engaged most with the content.

- Location
 - People who live within 25+ miles radius from 1611 NW 12th Ave
- Age
 - Ages 23 - 65+ (with a focus on Millennial audiences)
- Gender
 - Men & Women
- Language
 - English & Spanish
- Interests
 - Miami
 - Maternity
 - Pregnancy & Newborn Magazine
 - Infant
 - New parents (0-12 months)
 - Parents with toddlers (01-02 years)
 - Parents with preschoolers (03-05 years)
 - Parents with early school-age children (06-08 years)
 - Parents with preteens (09-02 years)
 - Parents with teenagers (13-17 years)
 - Motherhood
 - Fatherhood
 - Family or breastfeeding
 - Parenting
 - Health care
 - Nursing
 - Child care
 - Healthcare and Medical Services
 - Parents (All)
 - Child
 - Married
 - Grandparent

KIDS EXPLAIN

The Plantain invites pediatricians Dr. Alana & Nurse Chris from UHealth Jackson Children's Care to sit 1 on 1 with children as they explain what common pediatric/medical tools do, the meaning of common pediatric terms, etc. Playing on the natural candidness and humor we see with children, we set the stage for natural shareability far beyond our audiences.



January 20, 2022



February 23, 2022



March 1, 2022

Video #1 Results Summary

Kids Say the Most Miami Things

364,568

Impressions

267,910

Reach

254,669

Video Views

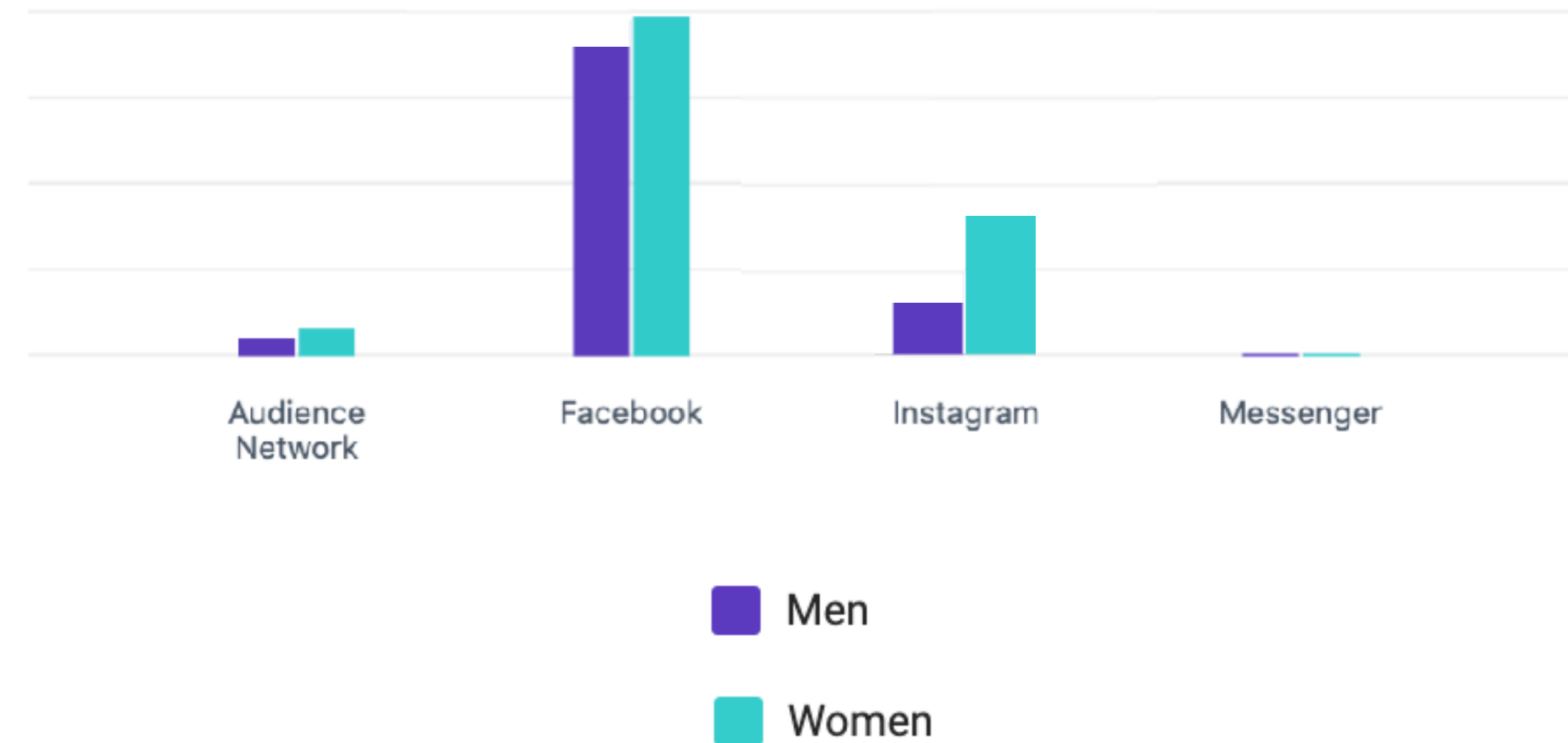
256,230

Post Engagements

Kids #1 Results Details

Below are results for our 2-week campaign (1/20/22 - 2/3/20):

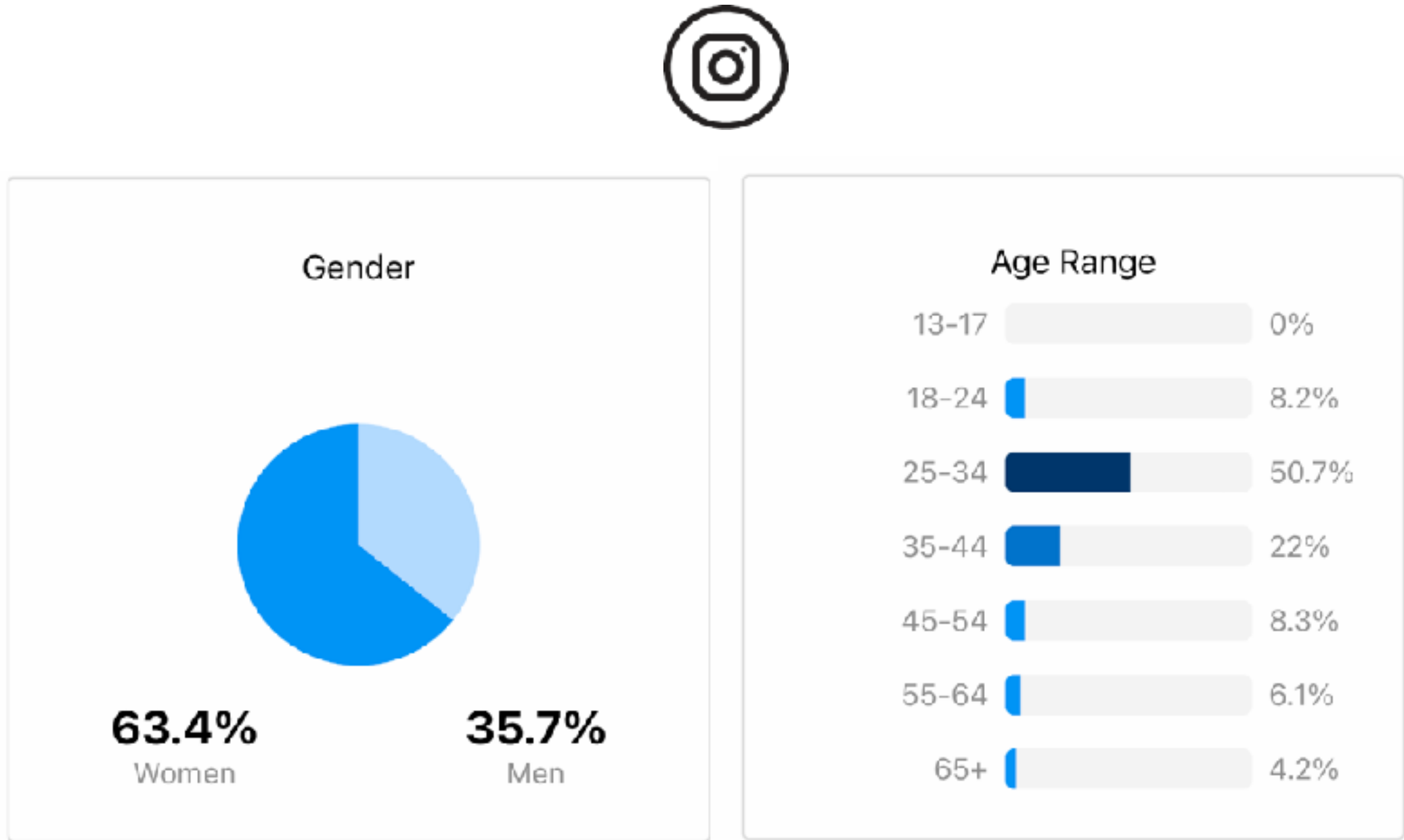
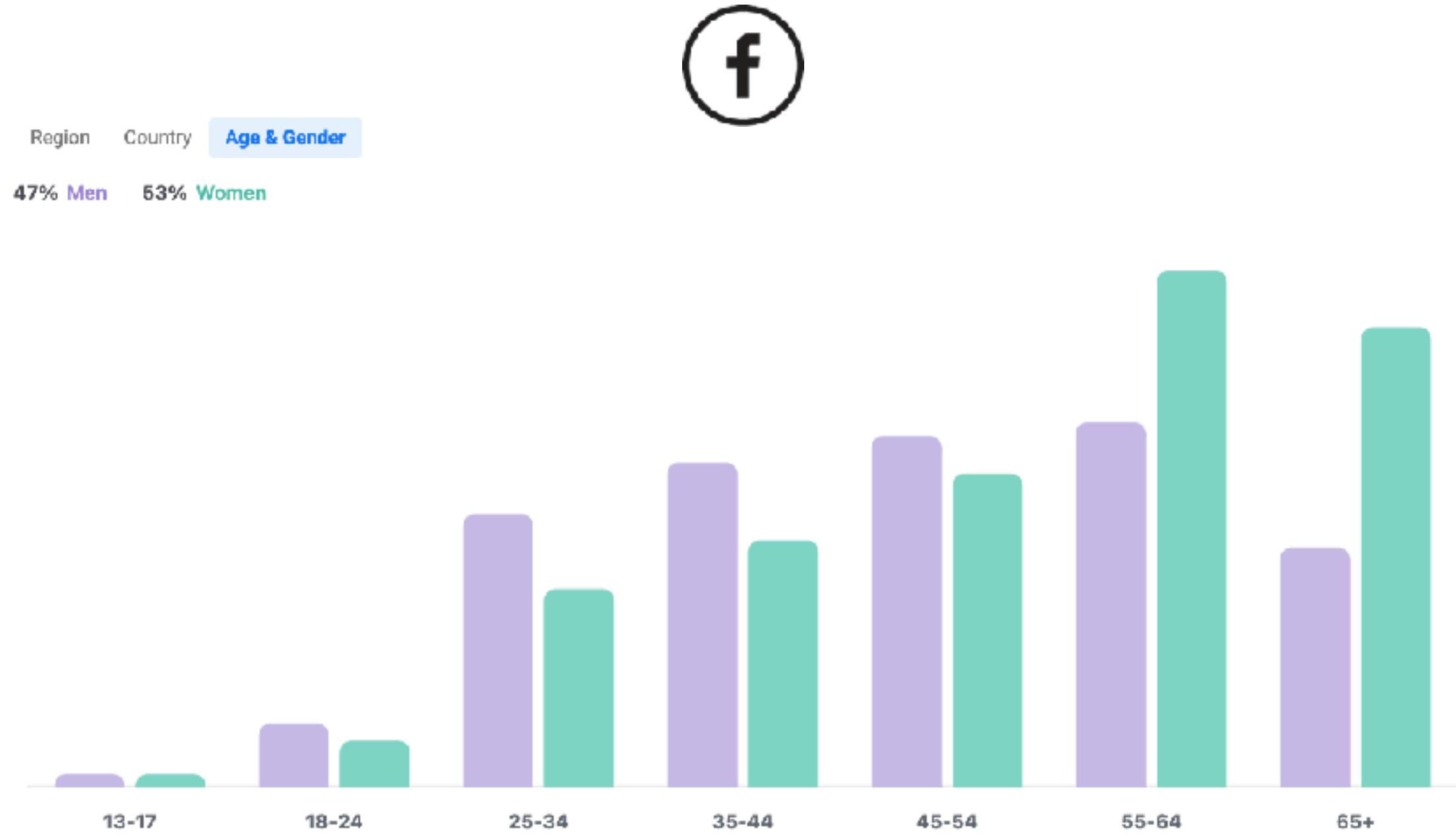
- **Top Audience:** Women 25-34 and 55-64
- **Top Location:** Florida
- **Frequency:** 1.53
- **Impressions:** 364,568
 - Facebook: 320,747
 - Instagram: 43,821
- **Reach:** 267,910
 - Facebook: 235,706
 - Instagram: 32,204
- **Video Views:** 254,669
 - Facebook: 226,803
 - Instagram: 27,215
- **Cost per Thru-Play:** \$0.05
 - Facebook: \$.03
 - Instagram: \$.07
- **Post Engagement:** 256,230
- **Post Shares:** 946
- **Saves:** 57
- **Post Reactions:** 1,434



Audience Demographics

Kids Say the Most Miami Things

As expected, our Facebook audience skewed significantly older (left; highest group was women 55-64) versus our Instagram audience (right; highest views were among women 25-34). On Instagram, this video was more relevant among women. Interesting observation: on Facebook, men found this video most relevant up until the 55-64 age bracket, where women 55+ found this more relevant than men 55+.




Placements

f Facebook Search results


f Facebook Feeds

f Facebook Instant articles

f Facebook In-stream videos



f The Plantain
Kids Say the Most Miami Things




The Plantain posted an episode of **The Plantain & UHealth Jackson** – with **UHealth Jackson Children's Care** at **UHealth Jackson Children's Care**.
Sponsored · 🌐

Kids Say the Most Miami Things | UHealth Jackson Children's Care and The Plantain brought together a doctor, a nurse, ...See more

KIDS SAY THE MOST MIAMI THINGS

f You, Nick Du... 1 Comment 22 Shares


Like Comment Share



The Plantain posted an episo... SPONSORED

Kids Say the Most Miami Things

Kids Say the Most Miami Things | UHealth Jackson Children's Care and The Plantain brought together a doctor, a nurse, and some kids... the ...See more



Kids Say the Most Miami Things | UHealth Jackson...

Like Comment Share



Placements

Facebook Video feeds

The Plantain posted an episode...
Sponsored · 🌐

Kids Say the Most Miami Things | UHealth Jackson Children's Care and The Plantain [...See more](#)



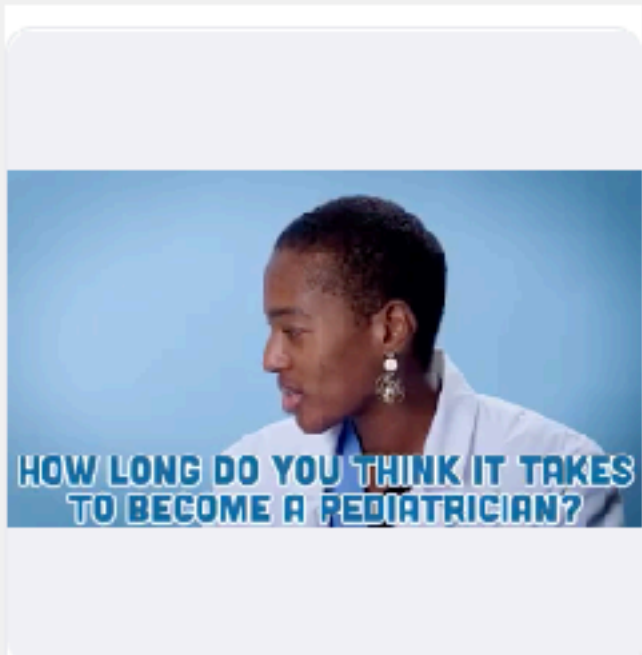
You, Nick Du... 1 Comment 22 Shares

Like Comment Share

Disclaimer

Vertical videos (with aspect ratio taller than 4:5) may be masked to 4:5.

Facebook Marketplace



The Plantain

Kids Say the Most Miami Things

Instagram Feed



Jackson Hospital

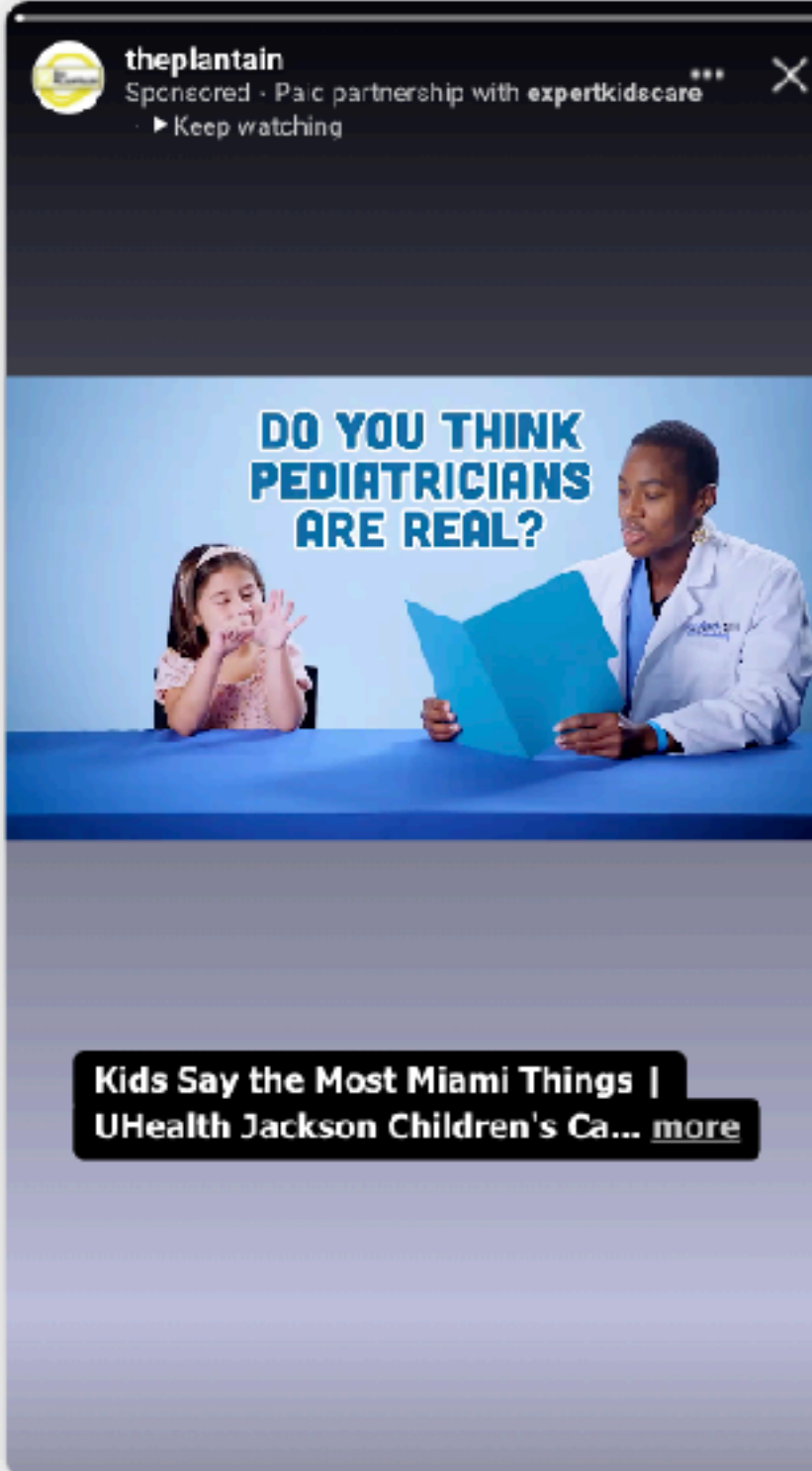
theplantain and expertkidscare
Paid partnership with expertkidscare

Kids Say the Most Miami Things | UHealth Jackson Children's Care & The Plantain... [more](#)

expertkidscare

Instagram Stories

theplantain
Sponsored · Paid partnership with expertkidscare
▶ Keep watching




Kids Say the Most Miami Things | UHealth Jackson Children's Ca... [more](#)

Instagram Explore

Explore

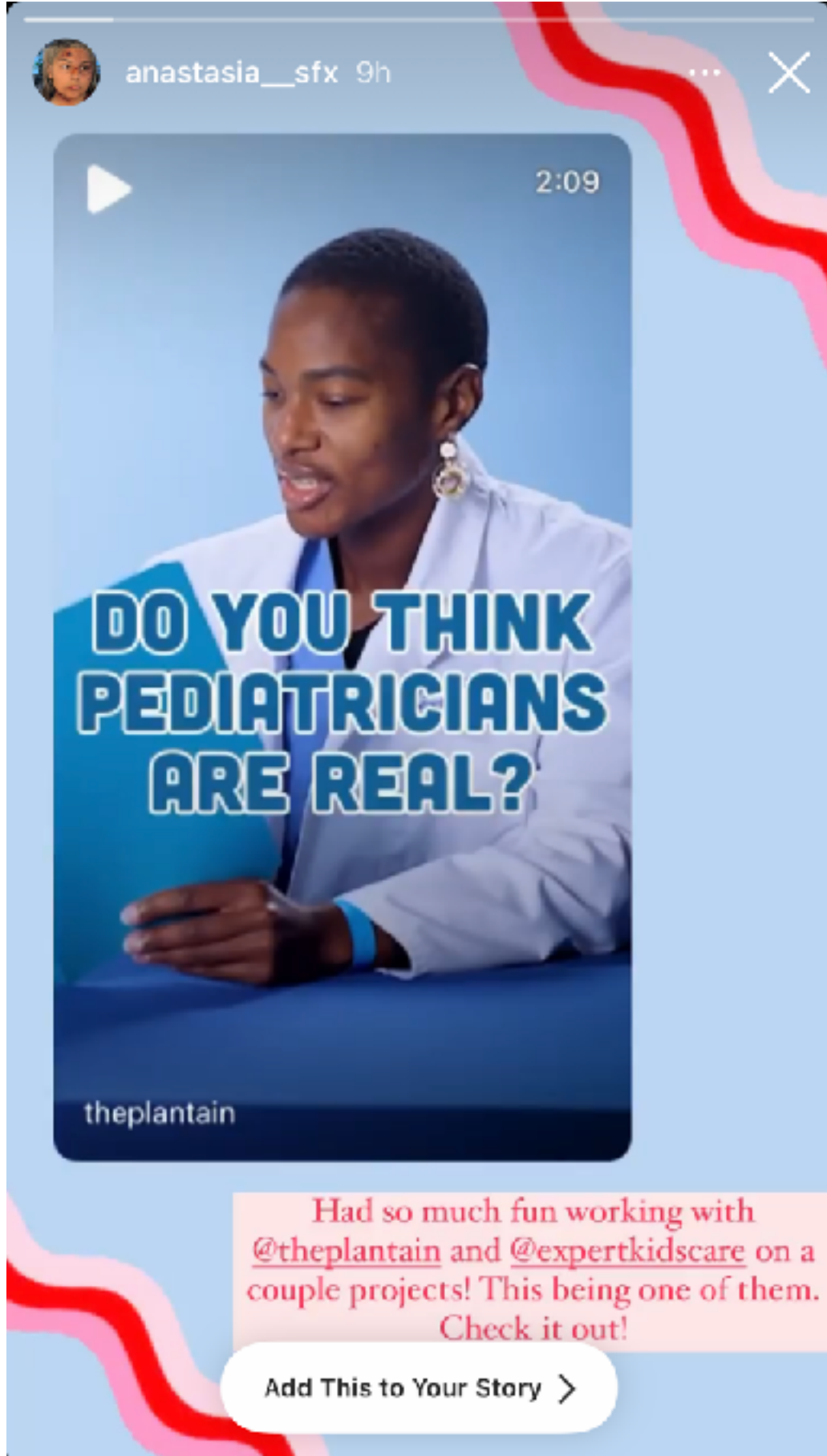
theplantain
Sponsored



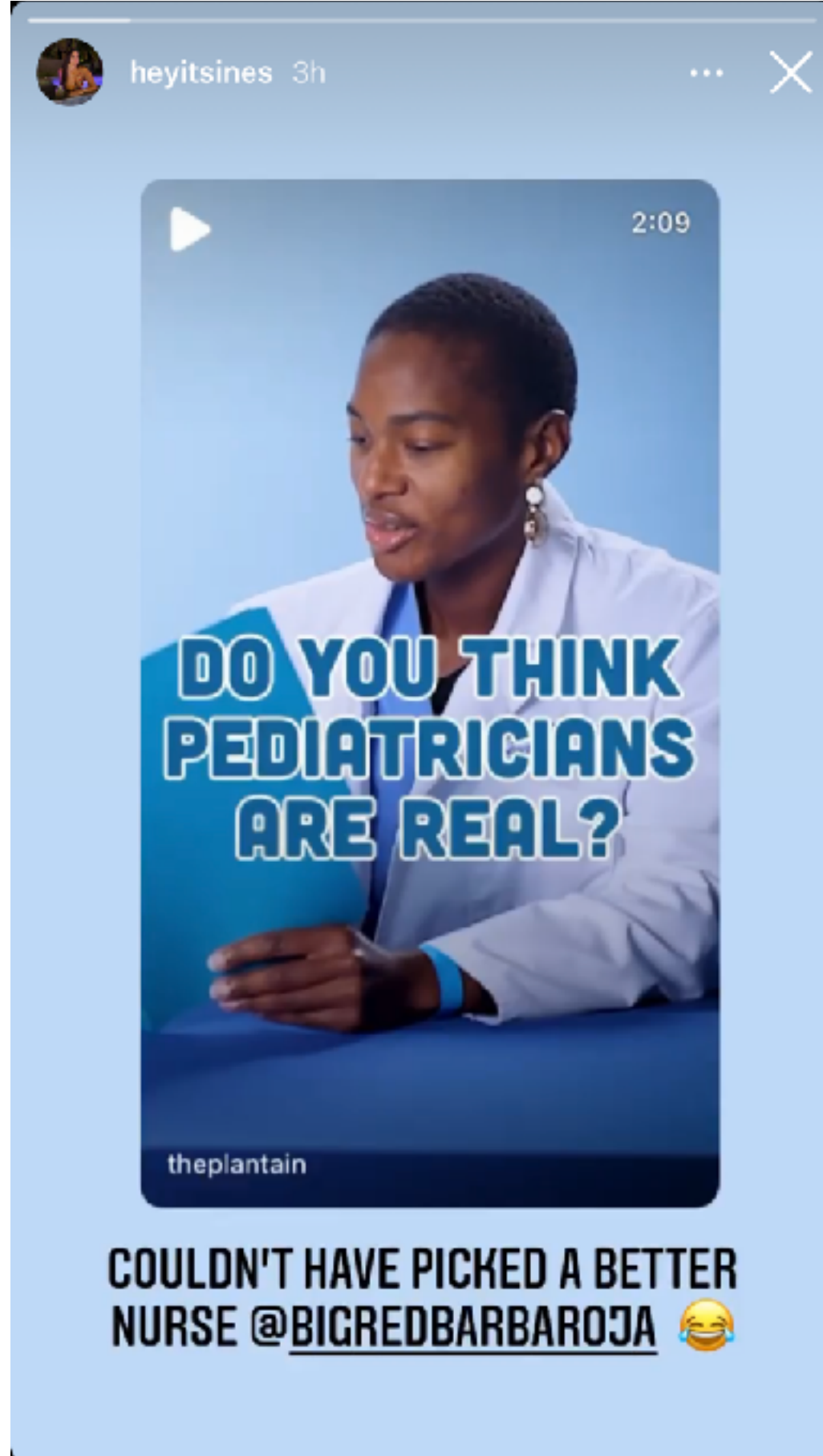
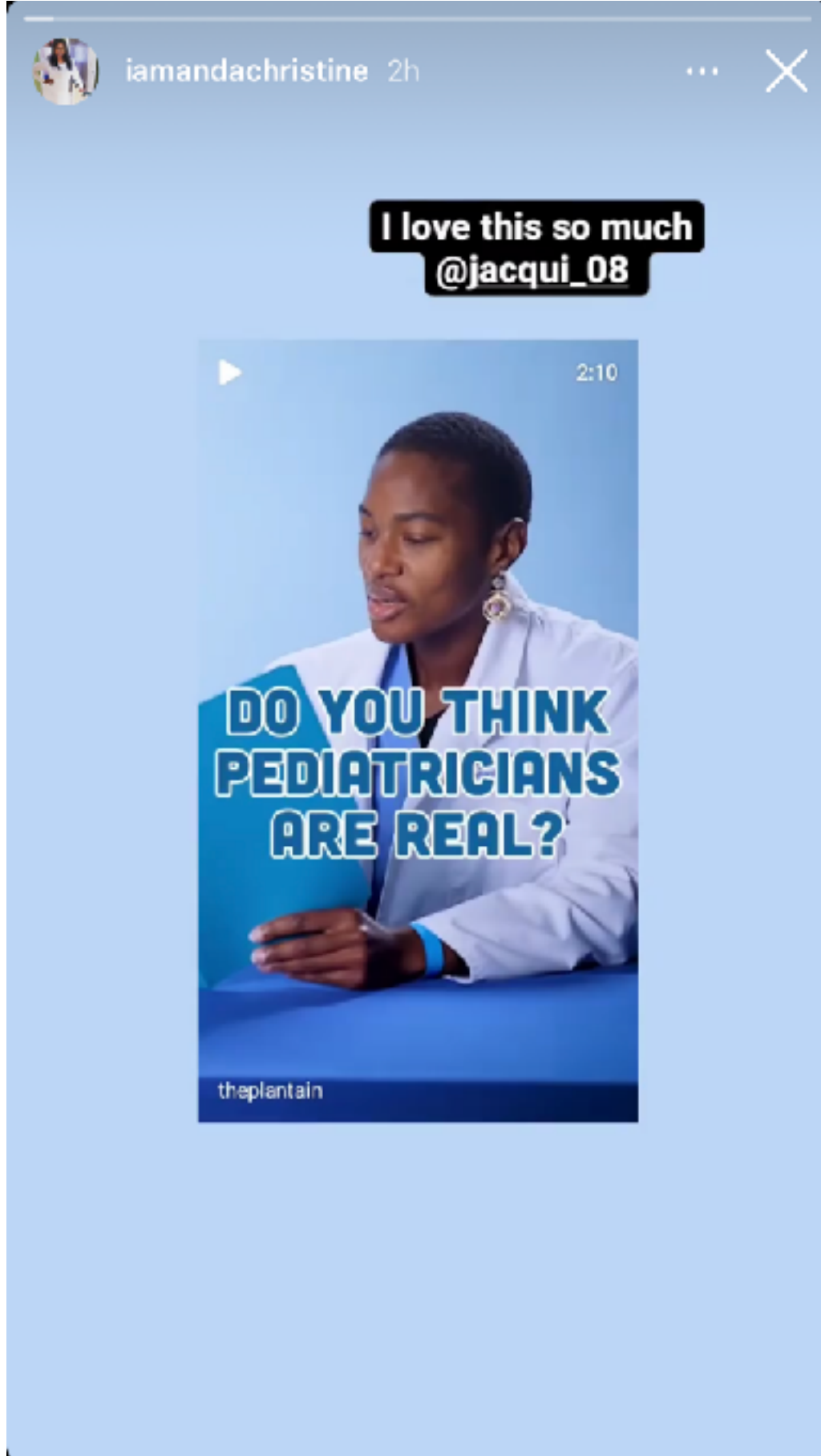
Paid partnership with expertkidscare
theplantain Kids Say the Most Miami Things | UHealth Jackson Children's Care and The Plantain bro... [more](#)



Additional IG & FB Stories



Additional IG & FB Stories



Additional IG & FB Stories



Twitter Highlights

The Plantain @the_plantain

The Plantain & @ExpertKidsCare brought together a doctor, a nurse, and some kids...the following is 100% adorable, and features exactly zero cars on fire on the Palmetto.

#FACTS #miami #florida #pediatrics #pediatricdoctor #pediatricnurse #kids #children



2:02 616 views

12:34 PM · Jan 20, 2022 · Twitter Web App

4 Retweets 6 Quote Tweets 8 Likes

The Plantain Retweeted


Asha Morrow, MD @DrAshaMorrow

So what do our patients really think about us and our career choices? My former co-fellow, Dr. Alana Arnold, finds out! 😂 #MedTwitter #pediatricians #nursing #pediatrics

The Plantain @the_plantain · Jan 20

The Plantain & @ExpertKidsCare brought together a doctor, a nurse, and some kids...the following is 100% adorable, and features exactly zero cars on fire on the Palmetto.

#FACTS #miami #florida #pediatrics #pediatricdoctor #pediatricnurse #kids #children



1:33 616 views

10:52 AM · Jan 21, 2022 · Twitter for iPhone

2 Retweets 1 Quote Tweet 17 Likes

Elit Bensimon Hadad, MD. · 1/21/22

This is hilarious

The Plantain @the_pl... · 1/20/22

The Plantain & @ExpertKidsCare brought together a doctor, a nurse, and some kids...the following is 100% adorable, and features exactly zero cars on fire on the Palmetto.

#FACTS #miami #florida #pediatrics #pediatricdoctor #pediatricnurse #kids #children



1:21

1 2

Shubhada Hooli, MD, MPH · 1/21/22

My friend Alana - pediatrician, entrepreneur and educator - chatting with some cuties in Miami.

The Plantain @the_pl... · 1/20/22

The Plantain & @ExpertKidsCare brought together a doctor, a nurse, and some kids...the following is 100% adorable, and features exactly zero cars on fire on the Palmetto.

#FACTS #miami #florida #pediatrics #pediatricdoctor #pediatricnurse #kids #children



1:23

1



Twitter


 **(((Matthew Pinzur)))** @mp... · 1/24/22 ...
Working with @the_plantain has absolutely been one of my favorite projects at @JacksonHealth.

 **The Plantain** @the_pl... · 1/20/22
The Plantain & @ExpertKidsCare brought together a doctor, a nurse, and some kids...the following is 100% adorable, and features exactly zero cars on fire on the Palmetto.

#FACTS #miami #florida #pediatrics
#pediatricdoctor #pediatricnurse
#kids #children



1:26
1 4

 **Alana Arnold, MD, MBA** · 1/25/22 ...
So much fun with these kids! #Pediatrics
twitter.com/the_plantain/s...


 **The Plantain** @the_pl... · 1/20/22
The Plantain & @ExpertKidsCare brought together a doctor, a nurse, and some kids...the following is 100% adorable, and features exactly zero cars on fire on the Palmetto.

#FACTS #miami #florida #pediatrics
#pediatricdoctor #pediatricnurse
#kids #children




1:29
1 1 1


 **Esther M. Sampayo MD M...** · 1/21/22 ...
Proud of our @TXChildrensPEM former fellow Dr Alana Arnold!


 **Asha Morrow, MD** @D... · 1/21/22
So what do our patients really think about us and our career choices? My former co-fellow, Dr. Alana Arnold, finds out! 😂 #MedTwitter
#pediatricians #nursing #pediatrics...





Top Comments


 **aliciamatteucci** Me encantaron los chicos!!!!
4w 2 likes Reply


 **angelica.m.correa2** The Canola Virus 🤔🤔
4w 2 likes Reply


 **ridz352** Totally the laugh i needed 😂
4w 3 likes Reply


 **kelhastings** Love you Dr. Arnold
4w 3 likes Reply


 **misscolem** 🙌🙌🙌 love it!!
4w 2 likes Reply


 **brennamoremi** 🤔🤔🤔🤔🤔🤔❤️
5w 3 likes Reply

 Reply to brennamoremi...


 **queenofdronesoficial** ❤️❤️❤️❤️❤️❤️
5w 2 likes Reply


 **pebblezbaby** 😂😂😂 they are so cute
5w 2 likes Reply


 **savanessa_** @bigredbarbaroja let's go with 24 🤔❤️❤️❤️
5w 3 likes Reply


 **hialehpapa** Great answers 🙌🙌🙌🙌
5w 2 likes Reply

 **ducassi** Don't be ashamed, I want an Orange Lamborghini too, kid.
5w 8 likes Reply

 Reply to ducassi...

 **and_ampersand** 🤔🤔🤔 super sweet!
5w 2 likes Reply

 **cidsauce** Super cute
5w 2 likes Reply


 **lachicaguense** 🤔🤔🤔
5w 2 likes Reply

 **mercycercei** Adorable 🥰. Little one killed me when she said canola virus 🤔🤔
4w 2 likes Reply

 **danisafina** 🥰🤔🤔🤔🤔🥰🥰
4w 2 likes Reply


 **stephaniaalexandra.love** The meaning of life is to get an orange Lamborghini 🤔
4w 2 likes Reply


 **begocazalis** ❤️❤️❤️
4w 2 likes Reply


 **blaine.k.taylor** The doctor and nurse were fantastic with the children 🤔
4w 3 likes Reply

 **margo.logan** This... IS the way we should be talking to the young'ens!
4w 2 likes Reply

 **carnigalsdrinks** @erudite_belle
4w 3 likes Reply


 **conceicalopes** ❤️❤️❤️
5w 2 likes Reply


 **zojea** 🤔🤔🤔
5w 2 likes Reply

 **sylvoca** 🤔🤔🤔 kids are great
5w 3 likes Reply

 **diana_with_a_vengeance** 🥰
5w 2 likes Reply

 **borijassy29** 🤔
4w 2 likes Reply

 **miamineurores** 🤔🤔🤔
5w 2 likes Reply

 **danikayb** One the best nurses in the world!!! 🥰
5w 2 likes Reply

 **Familia Cordova** I love the girl love Lamborghini Orange the future doctor 🤔🤔🤔
Like Reply Hide 1w

Kids Explain #1 Insights

Please note: we will go further in-depth extracting insights once all 3 Kids Explain video campaigns are complete.

- The most engaged audience are predominantly **women 25-34**, which are the **new and young moms**, as well as **women 55+**, which are the **older moms and abuelas**.
- By optimizing placements across Facebook, Instagram, our Audience Network and Messenger, we found that the best ROI came from our placements on Facebook directly.

A man with a beard and glasses, wearing teal scrubs, sits at a table with a young girl. The girl is also wearing a teal shirt and looking up at the man. The man is looking at the girl. They are both looking towards the right side of the frame. The background is a plain, light-colored wall. The table is covered with a blue cloth. There are some papers on the table in front of the man.

Stay tuned for upcoming videos...