



**COVERED
CALIFORNIA**

OOH CASE STUDY

COVERED CALIFORNIA

2025

Trusted Spaces. Important Information. Healthier Communities.

EXECUTIVE SUMMARY

Covered California partnered with All Points Media to connect uninsured Californians with information about affordable health coverage for themselves and their families. Through a strategically selected network of salons, barbershops, and nail salons, the campaign brought health insurance messaging into familiar community environments where conversations, relationships, and trust already exist.

CHALLENGE

Covered California needed to increase awareness and enrollment among qualified individuals who may need health insurance, with a specific focus on communities across the African American Community in California. The challenge was to deliver important healthcare information in environments that felt relevant, familiar, and connected to the communities the campaign was designed to serve.

AUDIENCE

- African American Californians
- Uninsured Residents
- Individuals & Families

STRATEGY

- Immediate visibility
- Target zipcodes and audience

WHY IT WORKS

- Community-First Targeting
- Trusted Environments
- Long Dwell Time Network
- Hyper-Local Reach

SOLUTION

With the APM network, Covered California informed residents during their everyday routine, in trusted environments, to share quality health coverage options. The signage boosted awareness and encouraged individuals to enroll themselves and their families with Covered California.



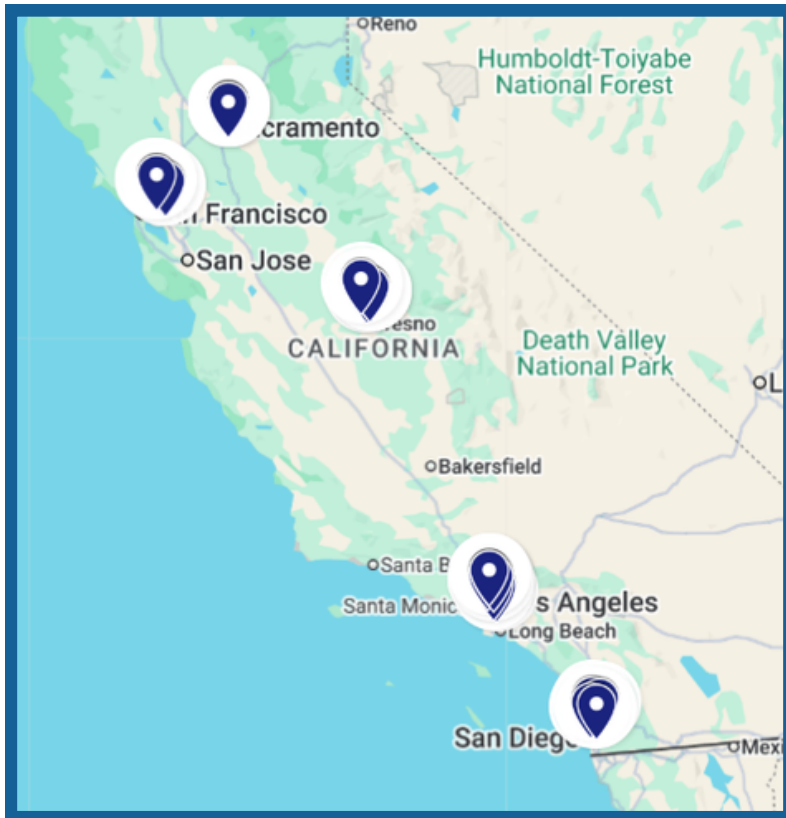
All Audiences. All Markets. All Industries.

CAMPAIGN RESULTS

- Salons, Barber Shops, Nail Salons
- 26 Contracted + 1 AV Location
- 819,000 Paid + 31,645 AV Impressions

AUDIENCE REACHED

- California residents
- Singles & Families
- Uninsured Residents



KEY TAKEAWAY

Healthcare awareness is more meaningful when the message is delivered through environments connected to the community. By activating salons, barbershops, and other trusted neighborhood businesses, Covered California brought important health coverage information closer to the people it was designed to serve—turning everyday visits into opportunities for awareness, education, and action.

CONCLUSION

Covered California demonstrated the power of bringing important healthcare information directly into trusted community spaces. By reaching consumers in familiar, high-dwell environments, the campaign made health coverage information accessible. In partnership with APM, this campaign reached a wide spread of Californian residents and boosted enrollment for healthcare with Covered California.