

A Large Government Agency Taps Orange 142 for Help in Reaching Multicultural Audiences

Discover how Orange 142 helped a large government agency reach diverse communities through strategic targeting and optimizations, exceeding expectations and driving successful outcomes.

About: Public Health Outreach Initiative

A government public health agency set out to increase participation in a public health initiative designed to improve community health outcomes. Public programs only work when people know about them, understand their value, and feel confident taking the next step. Outreach campaigns play a critical role in closing that gap by raising awareness, providing clear information, and guiding people toward action.



The Challenge: Reaching African American Audiences

The agency needed to expand the reach of its public health program and recognized that a more effective approach to engaging multicultural audiences was required. Its experience showed that broad, one-size-fits-all outreach was not enough.

Audiences are more receptive to messages that reflect their experiences and appear in the publications and environments they already trust. The agency wanted to reach African American audiences with thoughtful media placement and culturally relevant messaging that would resonate and drive engagement.

Rather than adjusting its existing campaign, the agency chose to work with a certified minority-owned partner with expertise in reaching these audiences through the right publications, platforms, and community contexts.

The agency selected Orange 142, a brand under the Direct Digital Holdings (DDH) umbrella and a certified Black-owned company, to plan and execute the campaign. Additionally, Orange 142 has a dedicated high-compliance practice for advertisers in highly regulated sectors.

To learn more please visit orange142.com

The Solution: Targeted, Culturally-Informed Campaign

Orange 142 developed and executed a targeted digital outreach multichannel campaign designed to reach priority audiences with relevant, culturally informed messaging in the channels and placement where they actively engage with health information.

Audience Strategy and Targeting

Orange 142 built a custom, privacy-safe audience strategy to identify and reach African American adults most likely to benefit from the public health program. This included:

- » Behavioral targeting by working closely with our data partners to create a custom cookieless data segment that targeted health and lifestyle indicators.
- » Geofencing using our data tool to pull a report that showed the areas that indexed highest for African Americans aged 25 to 54 years old.
- » Contextual targeting aligned to heart health content
- » HIPAA-compliant audience segments Orange 142 created based on health interests, medication signals, and symptom-related behaviors to reach individuals likely to benefit from the program.

Media Execution

The campaign was deployed across targeted display and video placements selected for strong engagement with the priority audience. Conversation-based ad units were used to guide users through key information and encourage deeper interaction with the program.

Optimization and Performance Management

Performance data was reviewed immediately after launch and continuously throughout the campaign. The Orange 142 Media Solutions team reviewed results daily, shifting budget towards the highest-performing audience segments and refining all aspects of the campaign.



Specific optionizations included:

- » Shifting budget into the “lifestyle” targeting segments as those audiences outperformed campaign goals.
- » Optimizing the conversation ad unit with updated questions on the back end.
- » Implementing a strategy focused on dayparting and site targeting in the top converting websites.
- » Moving additional dollars into Colossus SSP, another DDH company, and creating private marketplace (PMP) deals with the top performers.

The Results: Increased Engagement and Participation

Orange 142’s targeted approach increased engagement with the public health program and exceeded the agency’s performance goals. The campaign drove meaningful site interaction and surpassed the target of 52 seconds average time on site, demonstrating strong audience interest and information consumption.

With improved reach and engagement among priority audiences, the agency was able to expand participation in its initiative. The success of the campaign led to a continued partnership, with Orange 142 selected to support a subsequent Medicare enrollment campaign.

To learn more please visit orange142.com