

CaIVCB

Public Awareness Campaign Annual Report - Full Campaign Report

Report Timeframe: April 2024 - February 2026



Campaign Goals & Audiences

Our campaign will:

1. Promote an **increase in awareness of CalVCB** and its victim compensation services to underserved and hard-to-reach communities in California.
2. Over time, support an **increase in CalVCB applications.**

We will do this by:

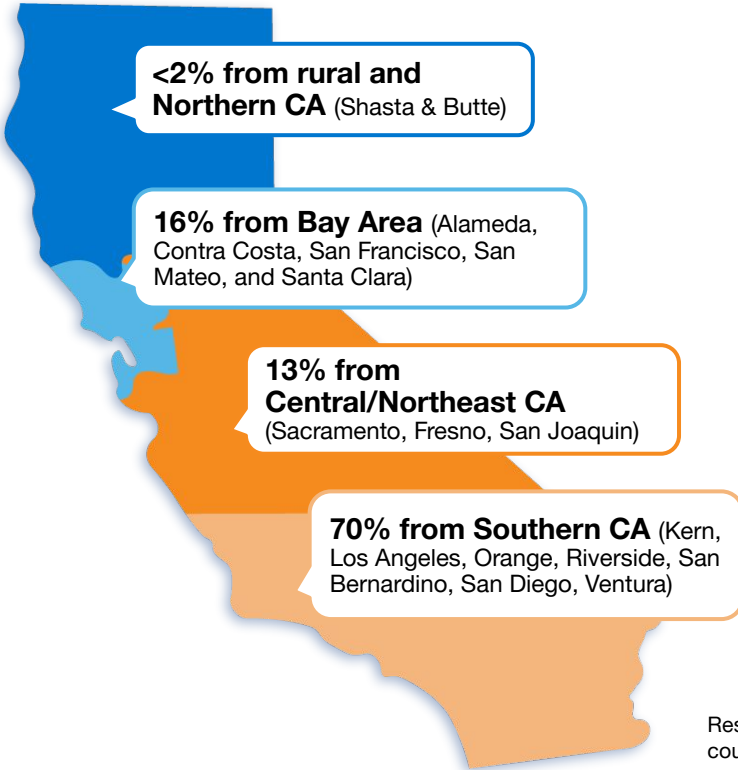
1. Increasing **awareness** and **knowledge.**
2. **Building trust** in CalVCB through clear messaging, proof points, stories, concrete examples, and reasons to believe it is worth the effort among victims to apply (note: this was and is primarily handled by CalVCB internal communications team)

Our audiences we'll reach are:

1. **Primary:** Individual victims of violent crime who may be eligible for CalVCB and their support networks (family/friends/peers)
2. **Secondary:** Institutional and formal support and referral networks for victims of violent crime

Statewide Pre-Campaign Survey Findings

Further Solidified Goals



Only **25%** of Californians surveyed had heard of CalVCB (**Awareness**)

56% are unsure or have an inaccurate understanding of what CalVCB offers (**Understanding**)

25% do not believe or are unsure that CalVCB could help them financially if they are or became victim (**Trust**)

58% want to learn more about CalVCB (**Engagement + Applications**)

**Post-campaign Awareness Survey
scheduled for Feb 2026**

Respondents recruited from among **top 15 most populated CA counties**, in addition to Shasta and Butte counties, as **2023 ODI analysis indicated decrease in CalVCB market penetration in 15 most populated counties**. Percentages do not add up to 100% due to rounding.

CaIVCB Campaign Strategy



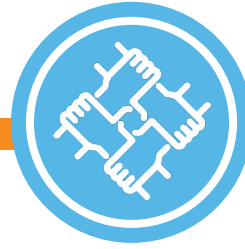
Raise Awareness

Raise awareness about who CaIVCB is, what it does, and position CaIVCB as a key player in victim support.



Foster Clarity for Understanding

Through campaign collateral, **create clarity and understanding of types of reimbursement CaIVCB offers**, the application process, eligibility criteria, and more to ensure CaIVCB obtains qualified applications to process.



Build Trust Through Examples

Create and build trust through concrete examples illustrating how CaIVCB helps restore lives and provides critical reimbursement **for things that matter** in a victim's recovery - presently or in the future.



Inspire Engagement and Applications

Inspire victims and their supports to learn more about CaIVCB, what it provides, **how to apply**, and the many ways it can help.

Establish CaIVCB as a go-to support for victims and their supports

Build understanding and trust with with clarity on eligibility, process, and proof through examples

Inspire engagement and future applications

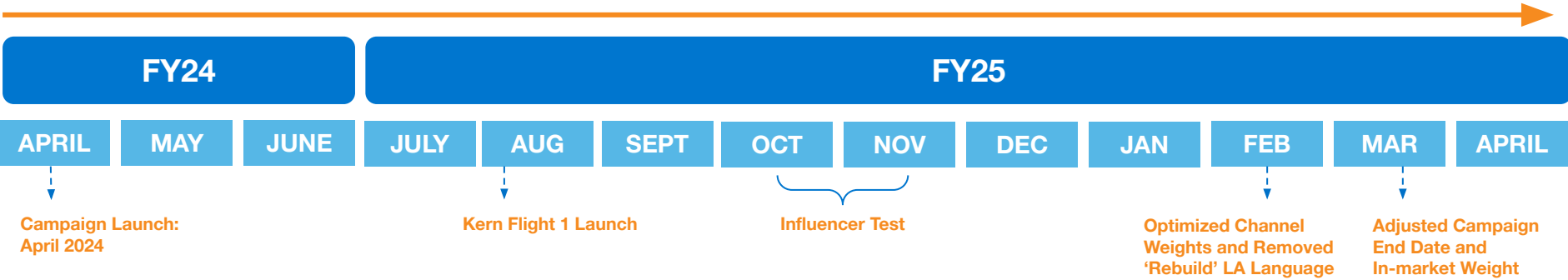
How We Measured Success by Marketing Funnel Layer



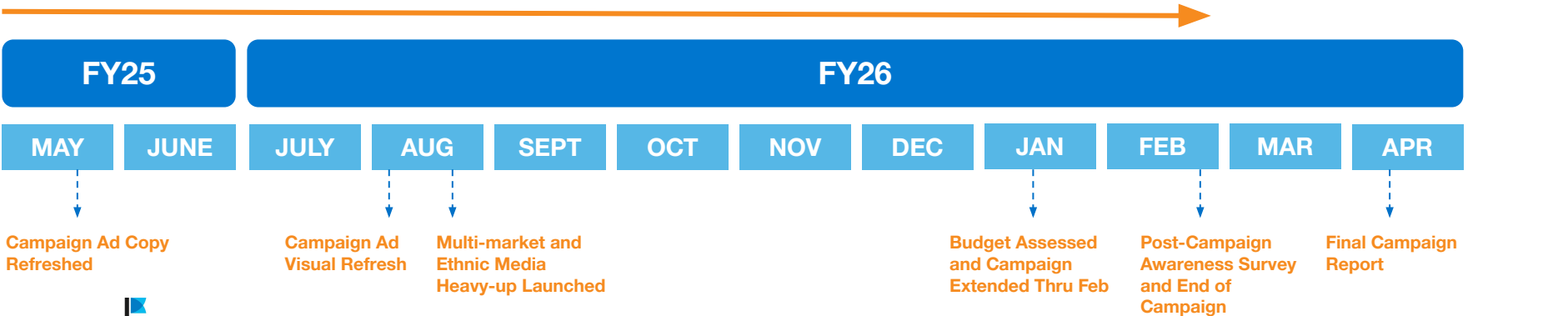
Marketing Funnel	Primary Measure	Reaching Underrepresented & Marginalized Communities	Link to Campaign Goals
Awareness	Public Awareness Survey (pre & post campaign): Awareness of CalVCB, Attitudes, Behavior shifts	Public Awareness Survey (pre & post campaign): Awareness, Attitudes, Behavior shifts Media: Data where trackable for Spanish language, low-income, and diverse communities reach	Driving awareness within the 15 counties and underserved audiences
Education & Engagement	Media: CTR, Clicks, CPC Website (driven by Paid Media): Landing Page Views, Website Sessions, Website Users, Avg Eng. Time per Session, Avg Pages per Session, Bounce Rate	Public Awareness Survey (pre & post campaign): Knowledge of what CalVCB is, who it supports, and how to go about applying Media: Data where trackable for Spanish language, low-income, and diverse communities engagement	Educating Californians about CalVCB Building trust in CalVCB
Applications	Website: Application Start Button Clicks Application Data: Applications Received	CalVCB Application Data broken out by language, demographic	Supporting increase in applications over time

The Campaign Roadmap

Campaign Year 1: Strategic Growth and Development



Campaign Year 2: Expansion and Optimization



Reaching Our Target Audience

Across the campaign, there is an intentional effort to reach communities that need CalVCB services based on crime to application discrepancy by geography (ODI data). From there, various targeting methods are layered to ensure we are reaching underrepresented or marginalized communities.

Geographic:

15 most populated counties

9 key ODI counties

3 emphasized counties

Current Targeting

Subset

Language:

English

Spanish

Tagalog

Chinese

Vietnamese

Punjabi

Hmong

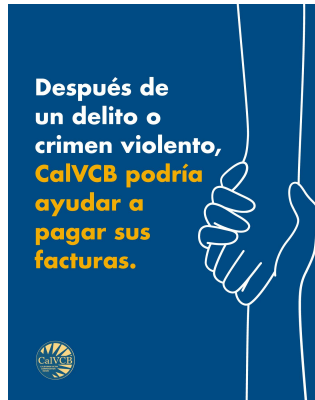
Hindi

Media:

LGBTQIA+

BIPOC

Hispanic



Zip Code:

Economically Disadvantaged

Low Income

BIPOC

Immigrant

LGBTQIA+

Data:

Economically Disadvantaged

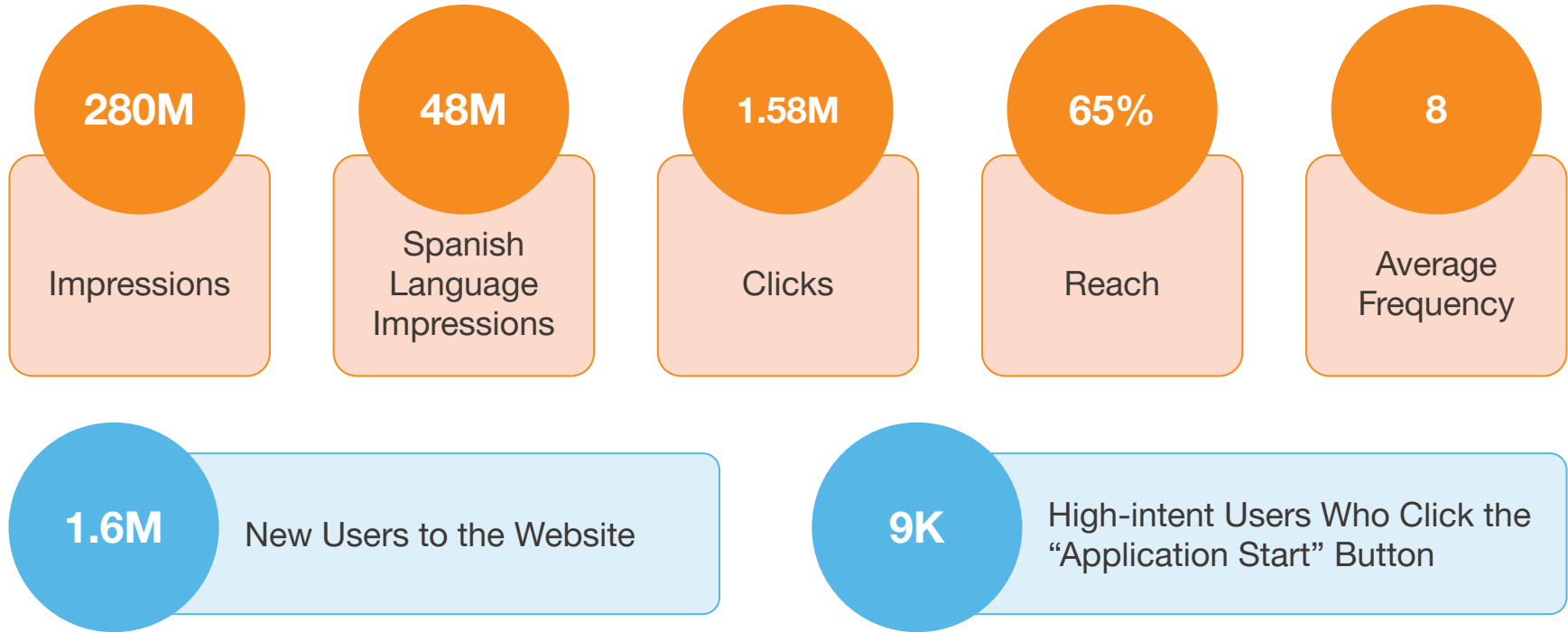
Rural Residents

Tribal Communities

LGBTQIA+

BIPOC

Paid Media Performance Summary



Kern County – Targeted Performance

21.5m
impressions

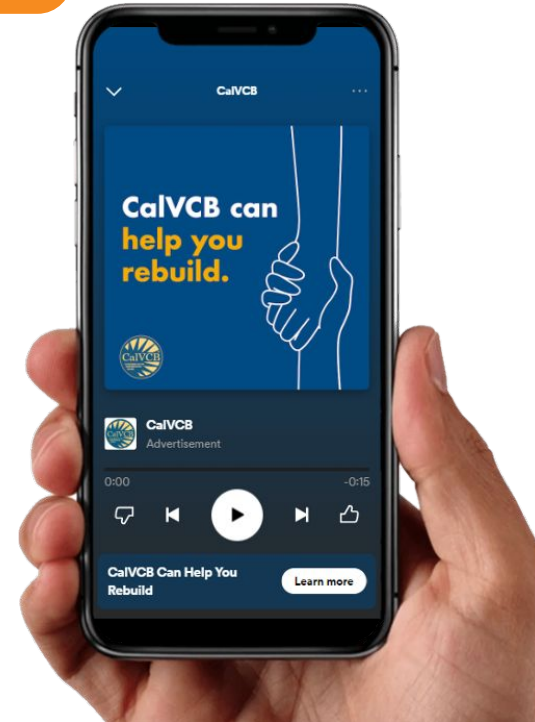
44% added value
on Billboards

Streaming Audio,
Billboards,
Broadcast Radio,
Digital Out of Home

DOOH



Spotify



Los Angeles County – Targeted Performance

53m impressions

30% added value on Billboards

Streaming Audio, Billboards, Broadcast Radio, Digital Out of Home




San Diego County – Targeted Performance



15.6m
impressions

11% added value
on Billboards

Streaming Audio,
Billboards,
Broadcast Radio,
Digital Out of Home



Después de un
delito o crimen
violento, **CalVCB**
podría ayudar
a pagar sus
facturas.

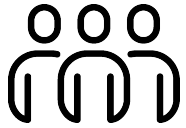
Aprenda más y aplique en victims.ca.gov.



After a violent crime,
CalVCB can help
pay your bills.

[learn more](#)

Ethnic Media Performance Summary



Punjabi

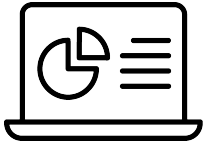
Hmong

Hindi

Tagalog

Chinese

Vietnamese



23M

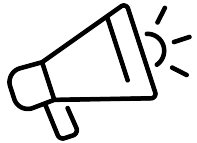
Impressions

72K

Clicks

0.42%

Social Media
Click Thru Rate



Display

Paid Social

Radio

Print

遭受暴力犯罪后,
CalVCB 可能会帮助支付账单。



遭受
暴力犯罪后,
CalVCB
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账单。



हिसक अपराध क बाद,
CalVCB आपके बिलों का भुगतान
करने में सहायता कर सकता है।



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के बाद, CalVCB
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का भुगतान करने
में सहायता कर
सकता है।



Tom qab
muaj lub txim,
CalVCB
tuaj yeem
pab koj
them tus nqi.



Tom qab muaj lub txim,
CalVCB tuaj yeem pab koj
them tus nqi.



CalVCB ਕਮਿੱ
ਹਿੱਸਕ ਅਪਰਾਧ
ਤੋਂ ਬਾਅਦ
ਤੁਹਾਡੇ ਬਿੱਲਿ ਦੇ
ਭੁਗਤਾਨ ਵਿੱਚ
ਮਦਦ ਕਰ
ਸਕਦਾ ਹੈ।



CalVCB ਕਮਿੱ ਹਿੱਸਕ ਅਪਰਾਧ
ਤੋਂ ਬਾਅਦ ਤੁਹਾਡੇ ਬਿੱਲਿ ਦੇ ਭੁਗਤਾਨ ਵਿੱਚ
ਮਦਦ ਕਰ ਸਕਦਾ ਹੈ।



遭受
暴力犯罪后,
CalVCB
可能会
帮助支付
账单。



California Victim
Compensation Board
Sponsored



CalVCB可能为暴力犯罪受害者提供
资金支持。

协助受害者

[Learn more](#)



Like



Comment



Share

Makalipas ang marahas
na krimen, makakatulong
ang CalVCB na bayaran ang
iyong mga bayarin.



Makalipas
ang marahas
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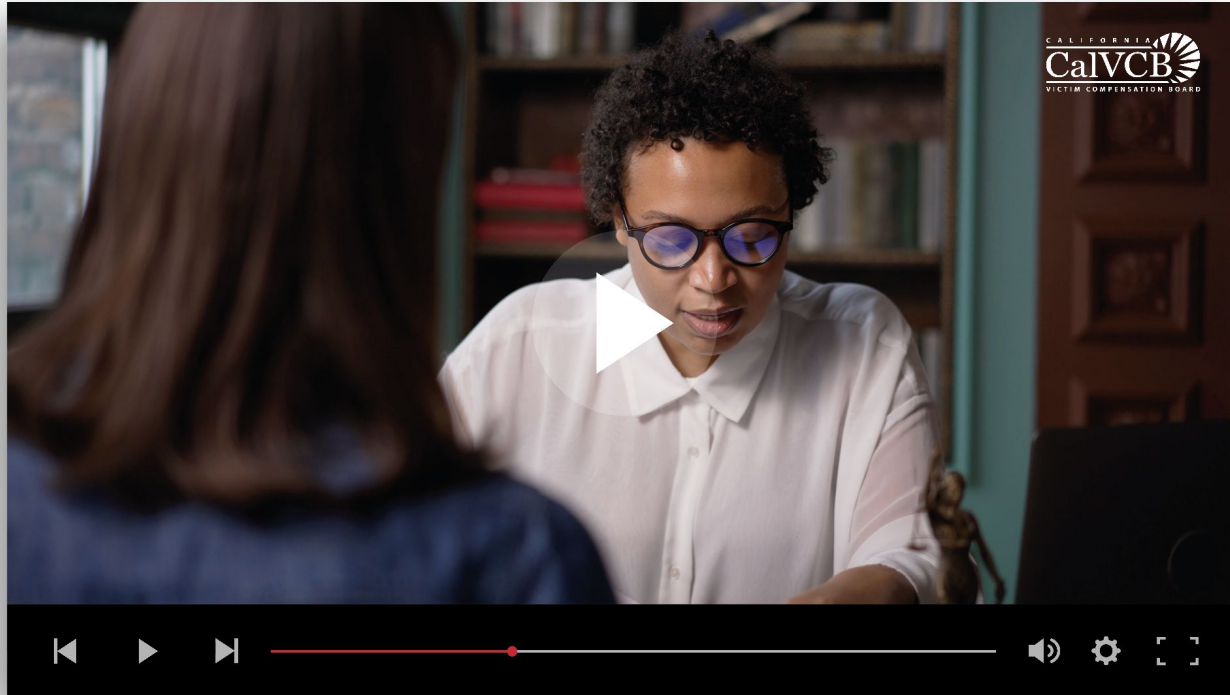
Sau khi quý vị phải trải qua một vụ
tội phạm bạo lực, CalVCB có thể
giúp chi trả hóa đơn của quý vị.



Sau khi quý vị
phải trải qua
một vụ tội
phạm bạo lực,
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Instructional Videos



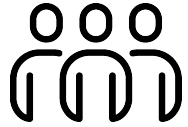
6 instructional
videos

Translated into
16 languages*

Available on
CalVCB Website
(Date TBD)

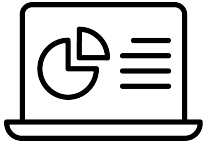
***Languages include:** Spanish, Simplified Chinese (Mandarin), Traditional Chinese (Cantonese), Vietnamese, Punjabi, Hindi, Tagalog, Arabic, Armenian, Farsi, Hmong, Khmer, Korean, Lau, Russian, Thai

Low Income Performance Summary



Targeted HHI
\$75K and Under

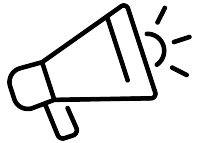
15 areas



22M Impressions

725 Clicks

1.27% Social Media
Click Thru Rate



Display

Paid Social

Native



Adjustments due to the LA Fires

1

January

Made decision to delay LA emphasized market flight.

2

February

Paused all creative with the word 'rebuild' in the LA market.

3

March

Undertook creative refresh to update wording for clear, straightforward approach.



The image shows a hand holding a smartphone. The phone screen displays a Rolling Stone article titled "SUMMER'S HERE" with a sub-headline "After a violent crime, CalVCB can help pay your bills." Below the article is a call to action: "Learn more and apply at victims.ca.gov." The phone is held against a background of a blue graphic with a white hand icon reaching out.

After a violent crime, CalVCB can help pay your bills.

Learn more and apply at victims.ca.gov.

Visual Refresh - August 2025



Después de un delito o crimen violento, **CaIVCB** podría ayudar a pagar sus facturas.

aprenda más



Support victims of violent crime.



After a violent crime, **CaIVCB** can help pay your bills.

Learn more and apply at victims.ca.gov.



Después de un delito o crimen violento, **CaIVCB** podría ayudar a pagar sus facturas.

aprenda más



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Aprenda más y aplique en victims.ca.gov.



Post-Campaign Accomplishments Driven by Awareness Campaign

More Californians, including diverse victims and their support networks, know about CaIVCB and are taking action because of the campaign.

31%

Low-income Californians now know about CaIVCB (increased from 25%**)

53% awareness among victims

Awareness Increased

59%

Violent crime victims recalled 1+ campaign ads

49% for Spanish ad awareness

High Recall in Priority Populations

80%

ad-aware respondents believe CaIVCB can help (5% increase from benchmark)

Trust Increased from Exposure

72%

took an action because of a CaIVCB ad

Increased Engagement & Action

**statistically significant increase

Findings & Implications

Campaign Significantly Increased Awareness

The surveys showed a significant awareness increase (25% to 31%), indicating successful visibility among Californians, with the majority of individuals surveyed (41%) reporting hearing about CalVCB on posters, billboards, internet websites or ads. This reinforces the efficacy of the paid media campaign.

Campaign Was Resonant to Priority Audiences

Victims of violent crime and those who support them were more likely to agree the ads were supportive, engaging, memorable, informative, believable, motivating, confidence-building, and inclusive.

Opportunities for Further Program Understanding

While awareness increased, understanding that CalVCB reimburses victims of violent crime for expenses after bills are paid remains limited and similar to benchmark levels. Accurate understanding that CalVCB provides financial assistance to crime victims remains consistent with benchmark findings.

Trust emerging as greater challenge

Likely due to larger socio-political climate, lack of trust or skepticism toward government agencies has replaced process complexity as the top concern among those unlikely to believe CalVCB could help. Belief that CalVCB could help financially if they were victims of violent crime slightly dropped from benchmark.

The CalVCB Public Awareness Campaign achieved its primary goal of increasing awareness, with significant gains in key metrics and strong engagement, particularly in priority audiences.

+6%

Overall Awareness
(pre to post campaign)

53%

Victims of violent crime reporting they are now aware of CalVCB

0.56%

CTR continuously improved throughout the campaign

Thank you!

The logo features a stylized icon above the word "Civilian". The icon consists of a vertical line with a square at the top, which is divided into two curved sections by a diagonal line. The word "Civilian" is written in a bold, sans-serif font, with a small "TM" trademark symbol at the end.

CivilianTM