

# Rental Assistance for Mississippians Program (RAMP) Marketing Campaign

**Mississippi Home Corporation**

Communications: Integrated Campaign

**HFA Staff Contact**

Jenny Layton

[jenny.layton@mshc.com](mailto:jenny.layton@mshc.com)

## Rental Assistance for Mississippians Program (RAMP) Marketing Campaign

### Summary

The State of Mississippi received \$200 million dollars from the U.S. Department of Treasury's Federal Emergency Rental Assistance Program (ERA) to aide individuals who had been monetarily impacted by COVID-19. This funding can be used for rental assistance, rental arrears, as well as utilities and home energy costs including electricity, gas, water and sewer, trash removal, and energy cost.

At launch we began marketing by utilizing our connections to receive free press. Off the bat, we received coverage across the state and had our Executive Director and Communications Officer do multiple live interviews with both tv and radio stations. We had great success with print media coverage as well. This method helped us get our feet off the ground with the program and helped spread the word of its existence.

One unique thing that we did was we advertised specific Rental Assistance fair events, where individuals from our team went directly into these low-income communities and spent the day helping eligible applicants fill out and submit applications. We also worked hard to develop a paper application that replicated the online format that we could use at these events to later upload the application electronically for the applicants. We also worked closely with the electrical and gas servicers in the areas the affairs were being held. These companies would be on site to print bills and gather information for individuals who may not have had their statements. These events were extremely successful.

From our efforts with the Rental Assistance Fairs, MHC saw the need for a large-scale marketing campaign that needed to have many elements to reach communities who don't have access to internet and other technologies in our rural state. Our campaign consisted of billboards across Mississippi, a targeted social media campaign, radio ads, text message distribution, commercial ads, and more. To carry out our Marketing Campaign we partnered and hired *MWB marketing firm*.

All in all, this marketing campaign significantly increased our application count and as it was running, we saw our numbers increase across the board proving our efforts were successful.

### Format: Scope of Work

We opted to run a two-sided campaign that targeted both Tenants and Landlords—With this simultaneous two-pronged approach MWB recommended we utilize a double campaign tactic to target both landlords and their tenants. Most of the tenants who qualify for the program are single moms, specifically African American women. Tenants must meet specific qualifications, have a covid impact, and go through the application process. While on the other hand most landlords did not realize that to be compensated for past due rent, they must also agree to not

evict their tenant participating for 90-days, but at the same time we wanted to encourage landlords to participate in the program to receive compensation directly. This duo-campaign addressed both issues. The *goal* was to keep individuals housed in their homes and to get landlords paid.

The campaign ran from September-February 2022

- Outdoor boards
- Digital (display campaigns)
- Radio ads
- TV/Cable spots
- Social Media
- Media Planning and Placement

The campaigns rolled out in stages over the month of September to get the messaging started and then we continued to layer the message across multiple platforms for effective reach.

The format for this campaign is replicable in that other HFA's could create their own versions of paper applications, could host rental assistance fairs, and could hire a marketing firm to carry out various marketing strategies.

### Target Audience

Our target audience was low-income renters who had been monetarily impacted by COVID-19. To break this down further, we saw an overwhelming amount of African American females who were applying and were eligible for the program. We also targeted landlords in the state to have them urge their tenants who were not making rent to apply and to also encourage the landlords themselves to participate to receive funding directly from MHC.

### Submission Results:

Submitted in March: **808** (269 per day)

Submitted in April: **2,205** (74 per day)

Submitted in May: **1,168** (38 per day)

Submitted in June: **1,559** (52 per day)

### **Advertising for Rental Assistance Fairs Began**

Submitted in July: **3,821** (123 per day)

### **First Fair was held in Jackson, MS where we helped nearly 1,200 individuals with applications**

Submitted in August: **6,382** (206 per day)

### **MWB Campaign launch**

Submitted in September: **7,371** (246 per day)

Submitted in October: **7,414** (239 per day)

Submitted in November: **8,354** (278 per day)

Submitted in December: **6,900** (223 per day)  
Submitted in January: **6,430** (207 per day)  
Submitted in February: **6,218** (222 per day)  
Submitted in March 2022: **6,081** (196 per day)

**\*\*\*See PDF Attachments for full campaign results**

### Benefits vs. Costs

The benefits for this campaign far outweighed the costs. The first half of our marketing efforts were completely free, so we were able to save money for our full large-scale marketing campaign. The total cost of the work we did with MWB advertising agency was \$792,775 and we saw the results in receiving more applications, and to that *more quality applications* which helped processors review applications that were fully completed and ready to be approved. All in all, this campaign was worth the cost.

## RAMP Billboards

Landlord



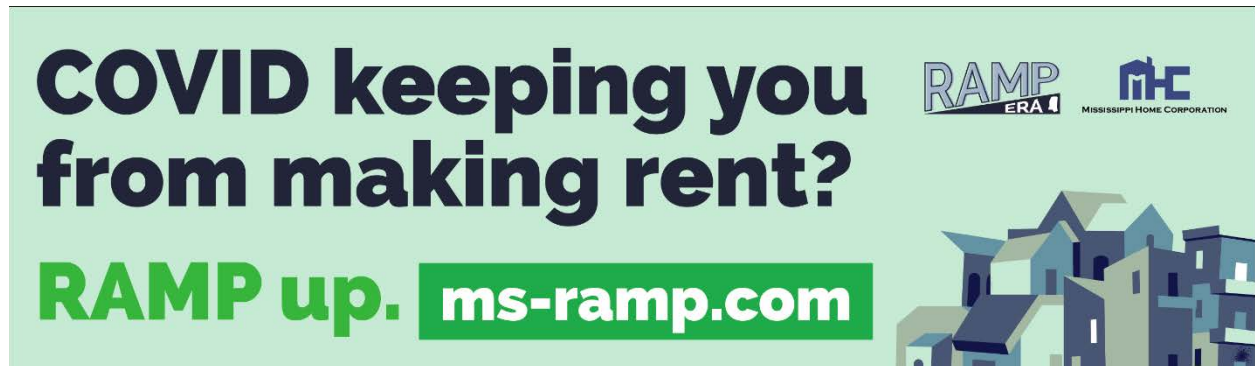
**Renters can't pay due to COVID? Don't evict.**

**RAMP up. [ms-ramp.com](https://ms-ramp.com)**

**RAMP ERA** **MHC**  
MISSISSIPPI HOME CORPORATION



Tenant



**COVID keeping you from making rent?**

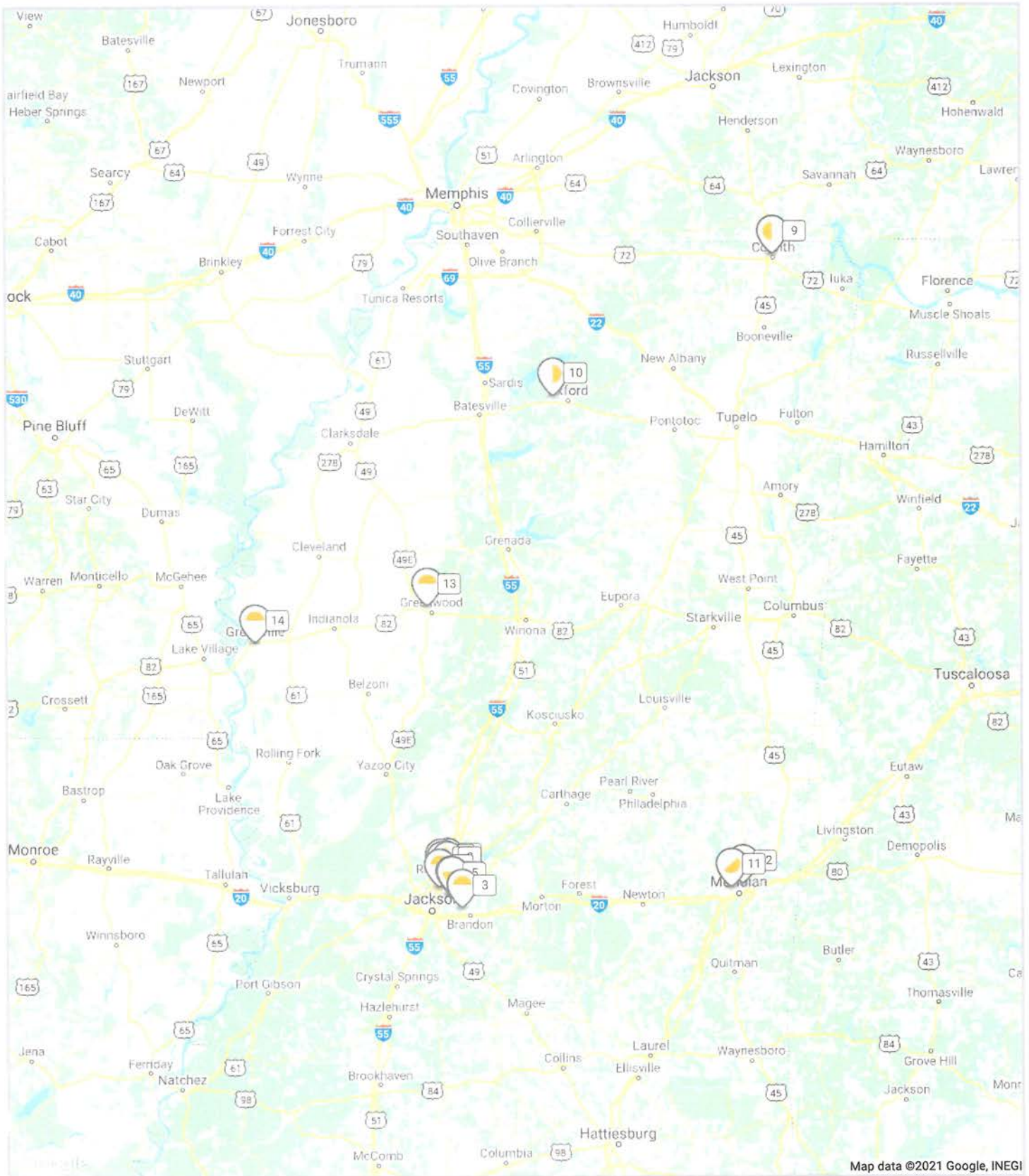
**RAMP up. [ms-ramp.com](https://ms-ramp.com)**

**RAMP ERA** **MHC**  
MISSISSIPPI HOME CORPORATION



# MAP #1

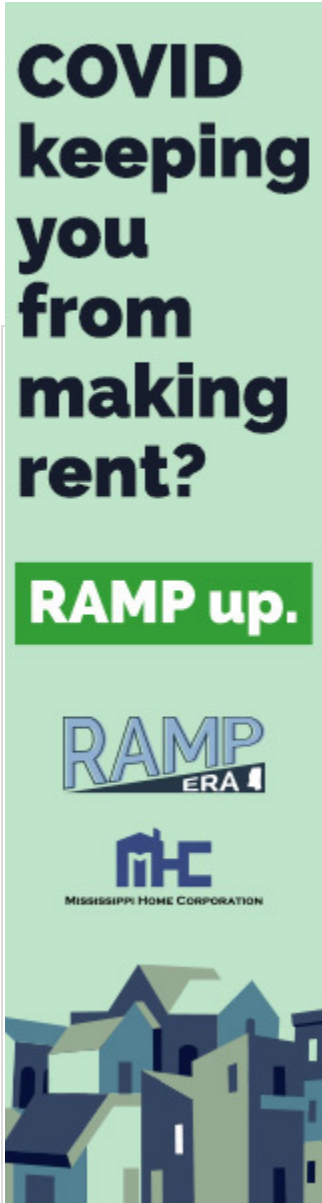
## MS HOME CORP- LANDLORDS





# Digital Ads

## Tenant



MHC11503-Renter-DigitalAds-160x600.jpg

**COVID keeping you from making rent?**

**RAMP up.**



MHC11503-Renters-DigitalAds-300x250.jpg

**COVID keeping you from making rent?**

**RAMP up.**



MHC11503-Renters-DigitalAds-300x600.jpg

**COVID keeping you from making rent?** **RAMP up.**

**RAMP up.**



MHC11503-Renters-DigitalAds-320x50.jpg

**COVID keeping you from making rent?** **RAMP up.**

**RAMP up.**

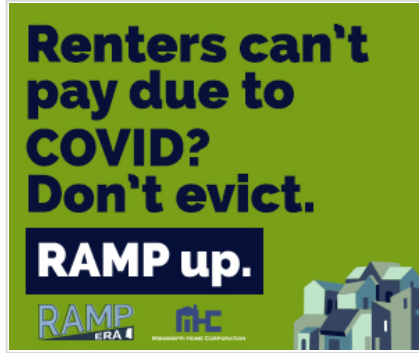


MHC11503-Renters-DigitalAds-728x90.jpg

Landlord



MHC11503-Landlord-DigitalAds-160x600.jpg



MHC11503-Landlord-DigitalAds-300x250.jpg



MHC11503-Landlord-DigitalAds-300x600.jpg



MHC11503-Landlord-DigitalAds-320x50.jpg



MHC11503-Landlord-DigitalAds-728x90.jpg

## **Radio Script**

### **FOR RENTERS:**

VO: Is COVID keeping you from making rent? Then it's time to RAMP up. RAMP is the Rental Assistance for Mississippians Program administered by the Mississippi Home Corporation. If you are a renter in need of assistance with past due and future rent or utility payments where you're currently living, RAMP can help. See if you qualify at [ms-ramp.com](https://www.ms-ramp.com) ...and RAMP up now.

### **FOR LANDLORDS:**

VO: Are you a landlord whose renters can't pay due to COVID? Don't evict. RAMP up. RAMP is the Rental Assistance for Mississippians Program administered by the Mississippi Home Corporation. If you have tenants who need help paying past due and future rent or utilities where they're currently renting from you, RAMP may be just what you both need. So don't evict. Learn more at [ms-ramp.com](https://www.ms-ramp.com) and RAMP up now.

## **RAMP Media Links**

<https://www.mshomecorp.com/ramp-media/>

## TEXTING CAMPAIGN

### Initial Script

Hi, it's the MS Home Corporation. If you need help with paying rent or utilities, you may be eligible for free financial assistance from our RAMP program. Visit <https://ms-ramp.com/> to learn more & apply for help

### FAQs:

#### Why am I getting this text?

We are reaching out to Mississippi residents to share information about RAMP, a rent and utilities assistance program administered by the Mississippi Home Corporation. If you've been financially impacted by COVID-19, you can find more information at <https://ms-ramp.com/>

#### Is this spam?

No, this isn't spam. We are reaching out to Mississippi residents to share information about RAMP, a rent and utilities assistance program administered by the Mississippi Home Corporation. If you've been financially impacted by COVID-19, you can find more information at <https://ms-ramp.com/>

#### Who are you?

I'm texting on behalf of the Mississippi Home Corporation. We are reaching out to Mississippi residents to share information about RAMP. If you've been financially impacted by COVID-19, you can find more information at <https://ms-ramp.com/>

#### How did you get my number?

We got your number from a list of Mississippi residents. We are reaching out to residents to share information about RAMP. If you've been financially impacted by COVID-19, you can find more information at <https://ms-ramp.com/>

#### Am I eligible for the program?

Eligibility depends on a variety of factors. You must be a renter, financially impacted by COVID-19, and have an eligible household income. Please visit <https://ms-ramp.com/> to learn more about the program's eligibility criteria and apply for assistance.

#### I need further help with my application / I have additional questions.

To find answers to your specific questions, please contact our assistance line at 888-725-0063. Contact center agents can answer your questions and assist you in the application process.

#### How long until I hear about the status of my application? / I want a status update

I can't personally provide a status update on your application. However, you can call our call center at 888-725-006 for more info.

# RAMP Campaign Marketing Campaign Results

## Overarching goal:

With the ban on tenant evictions set in place during the height of the COVID pandemic lifted, this campaign sought the dual goal of alerting both tenants and landlords of funding available to assist with rent payments through the MS-RAMP program. This multi-pronged awareness campaign was to encourage landlords not to evict tenants due to past due rent and to simultaneously encourage tenants to apply to the program for rental and utility bill assistance.

## Target Audience:

Lower-income, male and female ages 18 - 60, skewing towards marginalized populations and communities.

## Campaign run dates:

September 20 - February 8, 2022

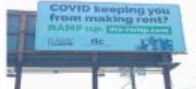


## Statewide Media Used:

Outdoor boards: 36

Impressions: 22,000,000+

**MARKET: GREENWOOD**



**PANEL: 2035      TAB#: 192232      INSTALL DATE: 9/23/2021**  
Location: E/S HWY 49 S @ 4-WAY  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 18814  
Lamar Office: 242 - Greenville | Market: GREENWOOD  
Material Received:

**MARKET: GREENWOOD**



**PANEL: 2033      TAB#: 192230      INSTALL DATE: 9/23/2021**  
Location: N/S MLK DRIVE 2 OFF HWY 82 F/E  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 12872  
Lamar Office: 242 - Greenville | Market: GREENWOOD  
Material Received:

**MARKET: GREENWOOD**



**PANEL: 2020      TAB#: 192222      INSTALL DATE: 9/24/2021**  
Location: MARKET & MAIN ROOF F/S  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 12550  
Lamar Office: 242 - Greenville | Market: GREENWOOD  
Material Received:

**MARKET: GREENVILLE**



**PANEL: 4037      TAB#: 192368      INSTALL DATE: 9/21/2021**  
Location: S/S HWY 82 W. AT GOLF FW  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 66440  
Lamar Office: 242 - Greenville | Market: GREENVILLE  
Material Received:

**MARKET: MERIDIAN**



**PANEL: 40495      TAB#: 30737723      INSTALL DATE: 10/11/2021**  
Location: Hwy 19 N 900' N/O 53rd Ave W/S F/S  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 87622  
Lamar Office: 149 - Meridian | Market: MERIDIAN  
Material Received:

**MARKET: MERIDIAN**



**PANEL: 40028      TAB#: 223255      INSTALL DATE: 9/21/2021**  
Location: POPLAR SPRINGS DR. @ 39TH ST. W/S F/N  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 13254  
Lamar Office: 149 - Meridian | Market: MERIDIAN  
Material Received:

**MARKET: GREENVILLE**



**PANEL: 6042      TAB#: 192471      INSTALL DATE: 9/21/2021**  
Location: E/S HWY 1 S @ COMET CLEANERS L/S F/N  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 54405  
Lamar Office: 242 - Greenville | Market: GREENVILLE  
Material Received:

**MARKET: GRENADA**



**PANEL: 20175      TAB#: 192208      INSTALL DATE: 9/23/2021**  
Location: HWY 8 1.7 MILES W/O I-55 TOP  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 26438  
Lamar Office: 242 - Greenville | Market: GRENADA  
Material Received:

**MARKET: CLEVELAND/BOLIVAR COUNTY**



**PANEL: 6124      TAB#: 192533      INSTALL DATE: 9/24/2021**  
Location: W/S HWY 61 N SHELBY @ OLD HWY 61 INT F/N  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 10823  
Lamar Office: 242 - Greenville | Market: CLEVELAND/BOLIVAR COUNTY  
Material Received:

**MARKET: INDIANOLA/SUNFLOWER COUNTY**



**PANEL: 6119      TAB#: 192529      INSTALL DATE: 9/23/2021**  
Location: HWY 49 NORTH LOC 1 R/S  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 14376  
Lamar Office: 242 - Greenville | Market: INDIANOLA/SUNFLOWER COUNTY  
Material Received:

**MARKET: GREENVILLE**



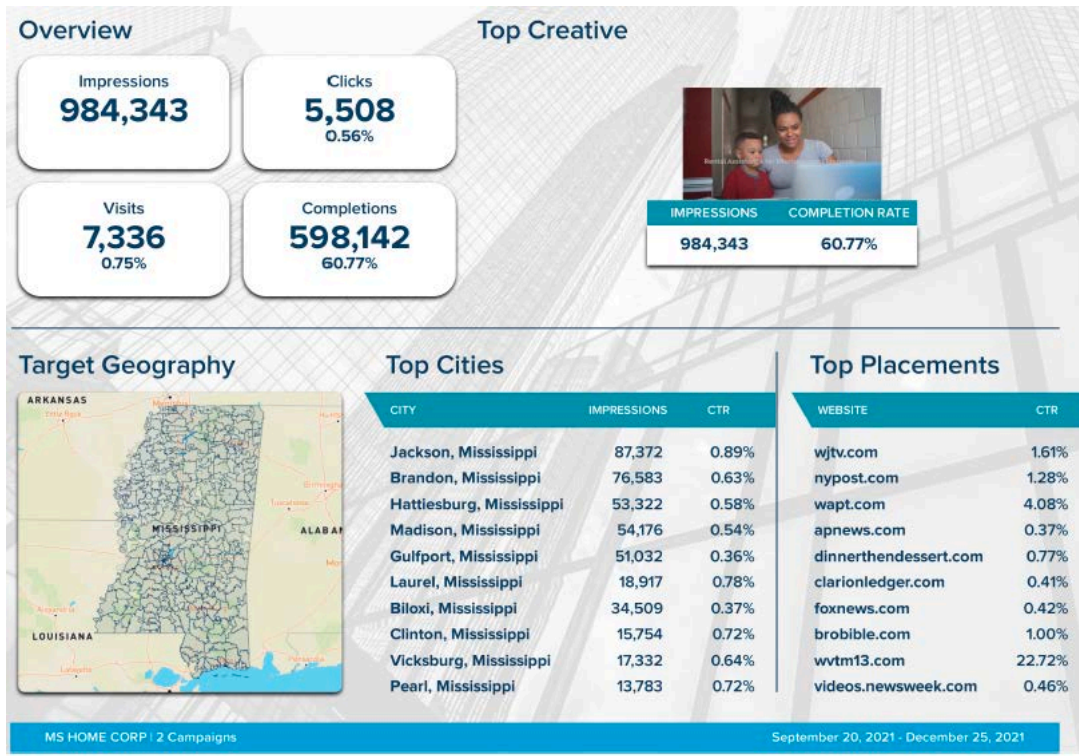
**PANEL: 97721      TAB#: 192851      INSTALL DATE: 9/21/2021**  
Location: S/S REED RD E/O HWY 82 F/E  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 36935  
Lamar Office: 242 - Greenville | Market: GREENVILLE  
Material Received:

**MARKET: HOLLANDALE**

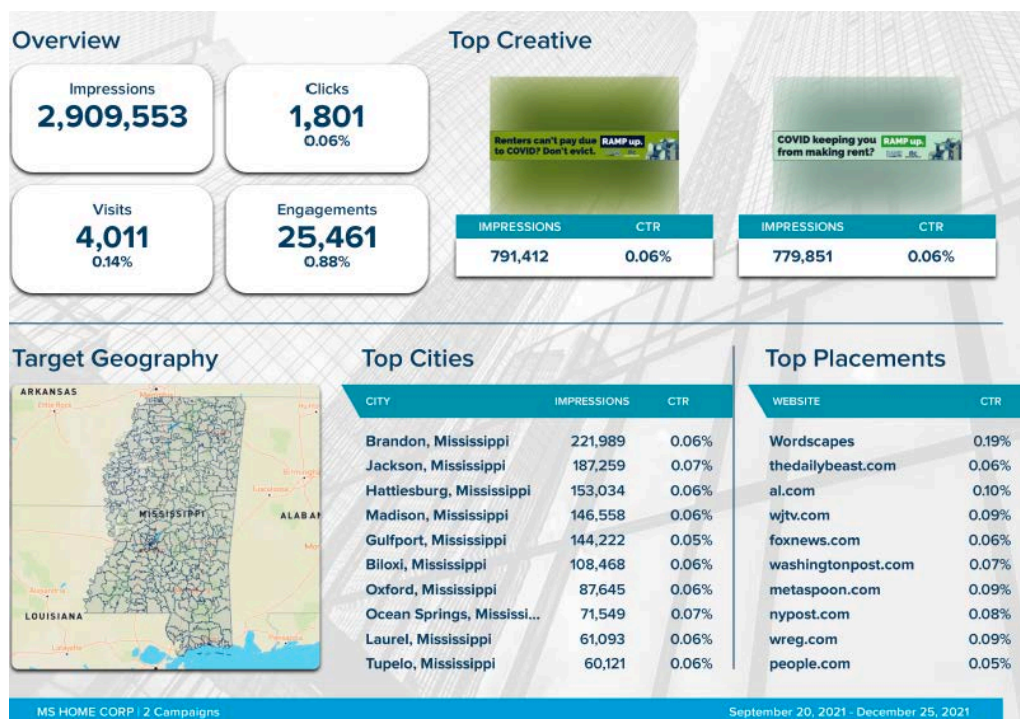


**PANEL: 6129      TAB#: 192536      INSTALL DATE: 9/21/2021**  
Location: HWY 61 NORTH LOC L/S F/N  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 5568  
Lamar Office: 242 - Greenville | Market: HOLLANDALE  
Material Received:

**Pre-Roll:** both the click-through rate of over 5,500 and the video completion rate (more than half a million completed views) show a strong resonance with the campaign messaging.



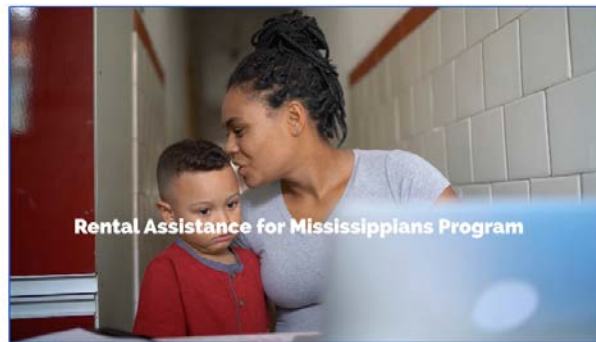
**Display ads:** this portion of the media buy generated over 4,000 site visits to learn more about the MS-Ramp program



**Radio:** 3,064 spots aired across the state for an estimated listening audience of over 1 million. Additionally, Supertalk Radio played exclusively the "Landlord" spot 11,520 times during the campaign.

ID	Message/Description	Media Type: Radio, TV, Internet, other	Vender or Broadcast Source	Broadcast Dates		Total Spots	Reach % total Demo in Market	Frequency	Estimated people Impressions	Audience Demographics		
				Start Date	End Date					Race (B/W/Hisp)	Gender	Age
Gulf Coast Radio	MS Home Corp Renters/Landlords	Radio	WKNN, WGBL,WJZD, WBUV	9/27/21	12/25/21	340	12.2	5.9	248,000	B & W	M & F	P 18-60
Columbus/Tupelo Radio	MS Home Corp Renters/Landlords	Radio	WWZD, WSMS, WMXU, WSYE, WESE,WMXU, WNMQ	9/27/21	12/25/21	390	Non-Rated	Non-Rated	182,000	B & W	M & F	P 18-60
Greenwood/Greenville Radio	MS Home Corp Renters/Landlords	Radio	WMYQ, WYMX, WCLD, WGNL, WIQQ, WGRM, WIBT	9/27/21	12/25/21	260	Non-Rated	Non-Rated	69,000	B & W	M & F	P 18-60
Jackson Radio	MS Home Corp Renters/Landlords	Radio	WMSI, WIIN, WJKK, WUSJ, Y101.7, WHLH, WRBJ, WMPR	9/27/21	12/25/21	1,140	20.4	10.1	386,000	B & W	M & F	P 18-60
Hattiesburg/Laurel Radio	MS Home Corp Renters/Landlords	Radio	WBBN, WFFX, WNSL, WJKX	9/27/21	12/25/21	390	12.9	13	139,000	B & W	M & F	P 18-60
Meridian Radio	MS Home Corp Renters/Landlords	Radio	WOKK, WQXM	9/27/21	12/25/21	130	Non-Rated	Non-Rated	68,000	B & W	M & F	P 18-60
Supertalk Radio		News Network Statewide	Telesouth	9/27/21	12/25/21	11,520	N/A	N/A	N/A	B & W	M & F	P 18-60

**TV:** a :30s spot for both broadcast and cable TV was created (along with a :15s version for pre-roll) airing 52,352 times over the course of the campaign.



**RAMP\_30TV\_V17.mp4**  
Posted by Emily F. · October 1, 2021 · 63.7 MB

Gulf Coast TV	TV	ELOX, WLOX, WXXV,	9/27/21	12/25/21	414	99	19.9	181,000	B & W	M & F	P 18-60
Hattiesburg/Laurel TV	TV	WDAM,HDAM ,WHLT,WHPM	9/27/21	12/25/21	863	93.2	16.8	104,000	B & W	M & F	P 18-60
Columbus/Tupelo TV	TV	WTVB, WCBI, WLOV	9/27/21	12/25/21	520	89	19.6	168,000	B & W	M & F	P 18-60
Greenwood/Greenville TV	TV	WABG, WXVT, WNBD	9/27/21	12/25/21	626	99	59.1	46,000	B & W	M & F	P 18-60
Jackson TV	TV	WDBD, WAPT, WLBT, WJTV	9/27/21	12/25/21	583	95.4	17.8	312,000	B & W	M & F	P 18-60
Meridian TV	TV	WTOK, WMDN	9/27/21	12/25/21	484	99	27	56,000	B & W	M & F	P 18-60
Gulf Coast Cable TV	Cable TV	Cableone Coast	9/27/21	12/25/21	1,339	32.7	22.2	428,000	B & W	M & F	P 18-60
Columbus/Tupelo Cable TV	Cable TV	Effective	9/27/21	12/25/21	10,628	116.8	33.9	191,000	B & W	M & F	P 18-60
Greenwood/Greenville Cable TV	Cable TV	Sparklight	9/27/21	12/25/21	7,914	163.6	39.1	6,795	B & W	M & F	P 18-60
Hattiesburg/Laurel Cable TV	Cable TV	Effective	9/27/21	12/25/21	8,875	64.4	82.1	120,000	B & W	M & F	P 18-60
Jackson Cable TV	Cable TV	Effective	9/27/21	12/25/21	1,083	131.3	8.6	380,000	B & W	M & F	P 18-60
Memphis Cable TV	Cable TV	Effective	9/27/21	12/25/21	8,265	128.5	12.3	88,000	B & W	M & F	P 18-60
Meridian Cable TV	Cable TV	Effective	9/27/21	12/25/21	7,268	115.3	21.2	356,000	B & W	M & F	P 18-60

**Social Media:** of the target audience, women responded more overall. Women aged 35-44 responded at the highest rate with over 1 million impressions garnered.



**Direct Text Messaging:** two direct text messages were sent on behalf of MHC. One in November and a second one in early February as the campaign drew to a close.

CAMPAIGN SUMMARY

SUMMARY		
Contacts Texted	Unique Link Clicks	Click Rate
116,613	6,189	<b>5.3%</b>

OTHER METRICS

OPT OUTS	
Opt Outs	Opt Out Rate
567	<b>0.5%</b>

CAMPAIGN SUMMARY

SUMMARY				
Unique Contacts	Unique Link Clicks	Click Rate	Opt Outs	Opt Out Rate
115,993	2,344	2.02%	214	0.18%

**How-to video:** creating a long-form "how-to" video was deemed early on in the campaign as a critical component to the success of the program. Taking away the intimidation factor of filling out government forms, we filmed a step-by-step tutorial which was placed on the MHC's YouTube channel to make it easy for both renters and landlords to understand the application process.




MSHC\_RAMP program\_How-to\_Final.mov


**Rack Card:** a rack card was also created to assist with the program. It was not printed by MWB.

**COVID keeping you from making rent? Then it's time to RAMP up.**

RAMP is the Rental Assistance for Mississippians Program administered by the Mississippi Home Corporation. If you need assistance with past due and future rent or utility payments where you're currently living, RAMP can help.



To see if you qualify and apply, go to [ms-ramp.com](http://ms-ramp.com).



If you would like to speak directly to a representative, call:  
Local: 601-533-8401  
Toll-Free: 1-888-725-0083

To learn more, watch the how-to-apply video at [ms-ramp.com/video](http://ms-ramp.com/video).

**RAMP Eligibility Requirements**

**You may be eligible for RAMP if you are:**

- A landlord who has tenants behind on their rent
- A tenant who needs help paying past due rent and/or utilities in the unit they are currently living in
- A tenant who has a total household income below 80% of area median income

**Financial Difficulty & Housing Instability**

**RAMP can help if you or someone in your household:**

- Qualifies for unemployment or has experienced a reduction in household income, incurred significant costs, or experienced a financial hardship due to COVID-19
- Demonstrates a risk of experiencing homelessness or housing instability
- Has a total household income at or below 80 percent of the area median

