



Our “Comeback”

San Mateo County has faced challenges before and has persevered to recover and rebuild. The pandemic shut down society, and reopening it requires all of us rallying as one unified county to get back without setting us back. Residents are eager to get back to visiting friends, going to restaurants, and enjoying everyday life safely, but it will take time and unity. **We can do it.** We can come back together again.

The County of San Mateo has launched this “Comeback” campaign to unite residents and remind us all of the steps we must take to stay safe. The overarching theme was conceived with the idea that under this broad umbrella, targeted and action-oriented campaigns can focus on key issues with culturally and linguistically appropriate messaging to reach every individual in San Mateo County. The flexibility also allows the ability to nimbly pivot as key messages evolve. The campaign begins with materials in four threshold languages (English, Spanish, Chinese and Tagalog), with the ability to expand.

You are invited to come back with us by downloading and using the campaign materials developed in collaboration with creative agency True North. Learn more at <https://www.smcgov.org/san-mateo-county-comeback>

Phase I Campaign components:

- **Broadcast advertising:** 30 second television spots that will air on 47 networks and reach 86.8 percent of households.
- **Print advertising:** Placements in Peninsula publications, including San Mateo Daily Journal, Almanac, Half Moon Bay Review, EPA Today, News for Chinese and Philippine News Today.
- **Billboards:** Cities have graciously donated PSA space on digital billboards in San Carlos, Millbrae, South San Francisco, Daly City and on the marquee in Foster City. Images available to size for any digital display.
- **Digital media:** Graphics and videos for Facebook hyper-targeted by zip codes throughout the county to ensure residents receive materials in their primary language. Additionally, available for direct use on an individual, business or agency’s website.
- **Transit shelter & bus king ads:** Languages targeted by zip code for identified need.
- **Banners:** A bilingual banner graphic (English & Spanish) sized for printing to post in areas without a digital display.
- **Window gel clings:** Available for county businesses, agencies and residents. Delivery in early August.

For More Information, Contact:

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