

## Objective

HealthMarkets provides research for those looking for insurance and finds the right plan based on customer's individual needs and budget. The client wanted a DRTV campaign that generated cost effective leads via phone or on-line for their Medicare Advantage and Medicare Supplement products.

This was the first product Health Markets was launching via DRTV. A second objective was to develop Health Markets as the "go to" brand for healthcare insurance solutions, with future products to follow.

## Target Audience

The target audience for this program was adults 65+, with the sweet spot being those on the younger end of this age spectrum.

## Challenge

HealthMarkets was entering the marketplace during healthcare reform. Consumers were confused, had many questions and were looking for solutions. There was a high level of competition and noise across all marketing mediums.

There were a number of key purchase barriers which the creative needed to overcome.

Namely:

- Lack of brand recognition for HealthMarkets
- Confusion over Medicare Advantage plan types/benefits
- Numerous carriers to choose from
- Cost perception
- No known single source for information

The client approached VGD just weeks before the start of open enrollment and needed all spots developed, approved, produced and on the air in less than six weeks.

## Solution

Our team developed and produced two DRTV campaigns:

- Each campaign had a unique strategy consisting of a :120 and :60 length spot for greater media presence.
- One traditional, talking head, hard-hitting DR spot.
- One vignette, slice of life spot with a spokesperson to facilitate the creative message.
- Both campaigns opened with a strong, attention grabbing statement to draw the viewer in.
- Both used prominent supers, reinforced key features and benefits – critical when marketing to seniors.
- Both campaigns positioned HealthMarkets as "your insurance shopping solution" -- we do the legwork to find you the best plan at the best price.
- All spots were developed on time and on budget, meeting the client goal of an airdate at the start of the Open Enrollment period.

## Results

Both campaigns performed well, both from a cost per call and cost per sale basis across a variety of networks and dayparts. These results enabled a robust campaign utilizing both creatives.

## Sample Work



<http://www.youtube.com/watch?v=ENyQltxvsXY>



<http://www.youtube.com/watch?v=vM2Rc6yj6-I>

