

Ecosphere

for:



WIKREATE

The Brief

Anthem National Accounts is Wellpoint / Anthem Blue Cross / Anthem Blue Cross Blue Shield's business division provides national healthcare benefits solutions for companies with over 1,000 employees.

A single sell/contract would generate millions of dollars in revenue and ROI, since the contracts last for many years.

The client didn't have enough relevant and updated information about the decision process (i.e. Benefits Managers' and Consultants' roles and responsibilities i.e. reasons to buy and motivations, etc.).

Ours was a "moving target"; Benefits Managers ("Decision Makers") for Company Healthcare solutions stay at the position for an average of 16 months. Hence, our first step was to make sure that our list of Benefits Managers needed to be updated.

The Decision Makers are extremely difficult to reach and to engage. They and their Human Resource Assistants ("Gatekeepers") are bombarded with information on health related products and services. Cutting through the clutter is extremely difficult.

So we had to think of a really captivating and unforgettable campaign that would pass the gatekeepers and reach the Decision Makers.

The Idea:

Strategy:

- A. *Research the decision making process, positioning and competitive environment.*
- B. *We applied the information and insights gathered from the research to create and qualify an internal list of potential clients.*

C. Contact Plan goals:

Gatekeepers:

- Refine and complete the insights about the decision making process
- Get a better evaluation of the company needs regarding healthcare
- Situate and evaluate our proposal within the competition landscape
- Refining of the main message/reasons to buy for the decision maker
- Engage them and make them participate in the decision making process
- Align them with Anthem National Accounts

Decision Makers (HR/Benefits Managers):

- Communicate the differential advantages of our proposal: SIMPLICITY
- Reinforce the positioning of Anthem as market leader and provider of simple, cost efficient and personalized healthcare solutions
- Involve them in an ongoing conversation and cement the relationship:
 - With the company- through an informational and engaging interactive microsite that articulates the relationship and deliver more relevant information about the company and its offer.
 - With the Sales Executive- to follow up and propel the sales process

Tactics:

A. Gather information and align the Gatekeepers with us:

1. We conducted an outbound tele-marketing action, refining the prospectives list and reasons to buy, and aligned the gate-keepers with us using a "thank you" note and present.



B. Deliver the message to the Decision Makers and provoke the desired actions: Call/email the Sales Executive and/or visit the campaign's dedicated microsite.

1. Impact mailing: Ecosphere

We launched a high-impact, dimensional direct mail campaign to convey "Simplicity" using the Ecosphere, a self-contained aquatic system containing live shrimp, algae, and bacteria.

The mail asked them to call/email their assigned Sales Executive directly or visit a microsite with details on the Ecosphere, Anthem's proposal, and interactive ways to stay in the conversation with the brand and the Sales Executive.



2. Microsite:

A dedicated microsite was developed for this campaign to:



- Deliver more detailed information about the Anthem National Accounts proposal and health-care solutions
- Provide a response mechanism (telephone and email) with exclusive login functionality to facilitate contact with the Sales Executive via a relational database.
- Link the campaign concept and main message with the company offer of products and solution

Creative

A. Research the more adequate messaging/positioning

In order to understand how to best position Anthem's sales story, we examined a number of internal and external resources, including:

- *Customer View Point (CVP): members/prospects, employers, agents and brokers, providers and industry thought leaders*
- *Partners in Health and Customer Advisory Group feedback*
- *ANA Sales Team feedback*
- *ChapterHouse Analysis and Feedback*
- *Feedback from a series of one-on-one interviews*
- *Win-Loss Surveys*

Our research supported and recommended movement towards this positioning statement:

“When healthcare is easier, members are happier, employees are more productive, and benefits managers can spend more time on core strategic issues.”

We discovered that the idea of “**simplicity**” could act as a differentiator in the marketplace for consumers and employers who are frustrated by the difficulty in navigating an increasingly complex healthcare system.

Therefore, our campaign was aimed at expressing and reinforcing this powerful and differentiating idea.

B. Communicate this message and positioning through all the campaign's elements

The challenge was in expressing that Anthem has **made the complex simple** and finding a powerful analogy to put the concept through.

Then we came across the Ecosphere.

The Ecosphere is a glass sphere that encloses a perfectly balanced, self-contained aquatic ecosystem (bright red shrimps, algae and bacteria); developed by NASA to prove that life can be sustained during a long time in closed, limited environments.



What better proof that it takes a lot of intelligence, dedication, research, and effort to make the most complex system in the universe extremely simple?

Anthem has done the same with healthcare solutions for companies like those of their target market.

Impact Dimensional Direct Mail Piece

The Benefits Manager received a parcel containing a box with a minimalist and intriguing headline on the outside: SIMPLE.....

On the inside there was the continuation: ..IS MORE COMPLEX THAN IT LOOKS.

In the box was an Ecosphere, literature with Anthem's sales pitch, an invitation to call the assigned Sales Executive, and the URL for visiting an informative microsite:

www.anthemnationalaccounts.com

Microsite

The microsite contained:

- *A compelling and informative video about the Ecosphere and how it links to Anthem's selling proposition*
- *Instructions on Ecosphere care*
- *Detailed information about Anthem's benefits for the company, employees, and Benefit Manager*
- *Call to Action: How to get in touch with their assigned Sales Executive*
- *Ongoing conversation: An online form to leave personal information for related updates*

The Results

The campaign delivered amazing results:

Quantitative

An amazing response rate of more than 28% (calls/emails to the Sales Executives and/or visits to the microsite).

So far, six deals processes have been initiated as a result of the campaign.

This was only the beginning of a long-term campaign. Getting so many leads so early in the process foresees further and better results.

The ability to actually close the deals was far beyond the objectives of this campaign. However it is important to point out that a single deal closed will more than sufficiently cover the total cost of the campaign, generating an exceptional ROI.

Qualitative:

The campaign has received incredibly positive feedback by the Senior Management of Anthem National Accounts and Wellpoint in terms of congratulations emails, phone calls, and letters.

It even generated extraordinary buzz and word of mouth. Even some Benefits Managers that were not in the recipients list who heard of the Ecosphere campaign contacted Anthem directly and asked for their own Ecosphere, generating extra contacts for the Sales Executives.

