



So Happy Being Blue

Anthem Blue Cross Blue Shield aims to improve the health of its policyholders, believing the best health care coverage can actually help people *stay* healthy. But beyond that, Anthem continually goes above simply providing health care coverage and promotes healthful lifestyles that lead to less time in the doctor's office and more time engaged in life's activities. With full dedication to the people it serves, Anthem consistently builds on more than 60 years of trust, confidence and dependability to provide the best health care coverage in the industry.

Anthem  
Medicare Satisfaction

300% increase in policy enrollment year over year.

Problem

As the Agency of Record for the Anthem Senior Division, LFI was charged with developing Anthem's creative strategy and execution as well as its media planning and procurement. In addition to establishing a fresh creative strategy, the challenges of this campaign included multiple projects with three-tiered objectives that required immediate response to changing media timelines, production budgets and new product rollouts.

In recognizing the demand for pristine research, creativity and timing, LFI sought to attract new customers by establishing a sense of community for Anthem policyholders.

SO HAPPY BEING
BLUESM





SO HAPPY BEING BLUE

Our new Medicare PPO is so flexible and affordable, it will make you smile. Flexible, because you can choose a physician without a referral. Affordable, because the Premium is just \$21 per month.

\$21 Premium Medicare PPO

Call 1-888-375-4242 M-F 8:30 am - 5:00 pm or speech impaired and have access to a TDD system, at 1-800-833-2642

When you manage your Medicare PPO with Medicare Advantage Contact

Anthem Medicare Satisfaction

SO HAPPY BEING BLUE

Now, Anthem gives you a new reason to smile: comprehensive health coverage and a \$0 Premium.

\$0 Premium Medicare HMO

Call an Anthem product specialist today to learn more about our new Medicare HMO. Medicare PPO or Medicare Supplement products. Choose how easy it is to be Happy Being Blue.

Call 1-888-375-4242 M-F 8:30 am - 5:00 pm or speech impaired and have access to a TDD system, at 1-800-833-2642

When you manage your Medicare HMO with Medicare Advantage Contact

Anthem Medicare Satisfaction

Solution

Anthem Blue Cross Blue Shield is a widely recognized name with tremendous brand equity. In order to develop the feeling of community and accomplish the campaign objectives, LFI leveraged Anthem's most dramatic advantage in the marketplace: its Blue Cross Blue Shield affiliation.

All of our collected research and information indicated that this market is traditionally quite risk-averse. These consumers tend to seek less risk and more comfort at this stage of their lives. They simply want to be happy and do what they love to do.

Services Provided

- Brand Design and Architecture
- Creative Strategy and Execution
- Media Planning and Buying
- Campaign Creation
- Campaign Management (Newspaper, Outdoor, Print, Radio, Direct Mail)

2.9 million

in media placements, including newspaper, outdoor, radio and direct mail to over 750,000 households.



Results

LFI developed a campaign to capitalize on this consumer sentiment, and the effort received national recognition for its creative work. By showing that people are “so happy being blue,” LFI demonstrated that people are happy with Anthem, happy to be a part of the Blue Cross Blue Shield family, and happy with their health insurance decisions.

The campaign paired lifestyle images with informative copy to show readers why these seniors are so delighted, and how having Anthem as their health insurer allows them to pursue their passions and enjoy retirement.

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