

Kaiser Permanente

Problem

How do you effectively target specific regions during the most active open enrollment periods to keep Kaiser Permanente top-of-mind and increase the consumer base that would likely consider joining Kaiser Permanente?

Solution

Create a campaign that increases awareness and recognition of the Kaiser Permanente brand.

Background

Kaiser Permanente positions itself as being a health maintenance organization who is serious about proactively keeping people healthy. In addition to standard health coverage, they provide their members with resources on how to live healthy lifestyles. One of the most important times of the year to increase awareness and brand image of Kaiser Permanente is during open-enrollment periods. Kaiser set out to increase consumer recognition levels and bring home their positioning message.

Strategy

The overall strategy was to use broad-based media to showcase Kaiser Permanente and the proactive health message, “thrive.” Each of KP’s top regions were evaluated for the most effective media mix, Kaiser’s Northern California region was chosen as an ideal region to integrate a strong outdoor program to support the overall open enrollment campaign. The Northern California region includes San Francisco, Sacramento, and Fresno. The outdoor inventory here provided the perfect landscape for a strong creative message.

Northern California Plan details:

High Profile Bulletins

The anchors of the outdoor plan were bulletins on major interstates. Locations were strategically placed to ensure high daily impressions and good distribution throughout the San Francisco Bay Area. Each area was targeted with at least one bulletin.

Rotary Bulletins

Major surface street bulletins were used to ensure full distribution throughout the target area. Rotary bulletins were purchased in areas where it was important to use fewer units to cover a larger area. This cost-effective option was especially important in Sacramento.

Unique Outdoor Platforms

A total of 8 unique outdoor platforms strategically placed throughout the San Francisco Bay Area. This inventory included walls-capes, oversized spectaculars and trivisions.





BART/MUNI Metro Transit System

Based on the target demographic and the popularity of San Francisco's commuter rail system, transit advertising became a primary tactic. Interior, as well as, station displays were purchased with system-wide distribution.

BART's second busiest station, Embarcadero Station was selected for a domination package. Kaiser's goal of creating buzz in the market was certainly delivered with this program. This domination package ran for one month at the beginning of the 3 month program as a launch in the market.

30-Sheet Posters: Posters were purchased in each major market of the Northern California Region: San Francisco, Fresno and Sacramento. Posters delivered full market coverage and increased frequency for the outdoor program. Each market was further evaluated to appropriately place Hispanic targeted ads including

Spanish verbiage. Areas where the population distribution was at least 40% Hispanic, posted the Hispanic ads.

Results

Kaiser Permanente realized increased in brand recognition in all markets in correlation with the overall open enrollment media campaign. The Northern California region benefited with the following results:

- 11% increase in the number of consumers who reported a positive image of Kaiser - "Serious About Proactively Keeping People Healthy"
- 7% increase in the number of consumers who reported "likely to consider joining Kaiser Permanente"

