

WAEPA

Background

WAEPA is a nonprofit association serving Civilian Federal Employees and their families with Group Term Life Insurance. WAEPA has been in business for more than 75 years and is the life insurance choice of over 46,000 Feds and their families. They target a very niche audience, Civilian Federal Employees looking to supplement/replace the life insurance policy they receive as a benefit of government employment. It is very difficult to identify and target their audience, but even harder to get their message across while competing with a guaranteed Federal Government benefit (FEGLI).

Objective

The objective was to utilize OOH around the Washington, DC metro area that targets Civilian Federal employees. The goal of this campaign was to acquire 670 life insurance applications.

Strategy

WAEPA developed the “Life Keeps Moving” campaign that played on the “moving” nature of public transit where the ads were displayed, comparing it to the benefits offered with WAEPA coverage. For instance, your WAEPA life insurance can move with you if you change jobs, “Life Keeps Moving,” just like the metro train on your morning commute. The campaign included subway station domination in the form of subway posters, subway car cards, digital triptychs, digital live boards, signs and floor posters.

They focused on micro-targeting based on geographies associated with major federal agencies and demographic/lifestyle characteristics of our audience, including age, income and employment tier. They also combined different channels to speak to the audience throughout multiple stages of their consideration and purchase cycle.

Plan Details

Market: Washington, DC

Flight Dates: 9/2/19–10/27/19, 10/28/19–11/24/19, 10/28/19–12/22/19

OOH Formats: Subway Posters, Subway Car Cards, Digital Triptychs, Digital Liveboards, Signs and Floor Posters.

Target Audience: Civilian Federal Employees

Target TRP: 216.5

Audience Reach: 40.756%

Audience Frequency: 5.3x

Total Impressions: 11,825,368



Results

The campaign resulted in an unprecedented response and conversion numbers with a lower than expected cost per policy. Compared to the same time period during 2018, this campaign exceeded the applications goal by 108 percent with an amazing 163 percent increase in new policies. In addition, they increased page views by 127 percent with new visitors representing a robust 170 percent of all visitors.

