



Marketing Campaign Overview

Purpose

MNSure's mission is to ensure all Minnesotans have the security of health insurance. Additionally, MNSure relies on enrollments through the online marketplace for agency revenue.

The organization's integral functions include reaching out to consumers to make sure they know their options for purchasing health insurance coverage, and ensuring that MNSure remains financially sound.

In support of the mission and functions, the marketing campaign works in concert with the thousands of MNSure-certified assisters (navigators, brokers and grantees) across the state, creating one coordinated, comprehensive public outreach campaign.

2015 Campaign

In 2015, MNSure made strategic changes to its marketing campaign. The 2014 marketing campaign was heavily focused on building awareness of the online marketplace. During the 2015 open enrollment period, MNSure built on that awareness and became laser-focused on increasing enrollment and getting all Minnesotans into quality, affordable health insurance coverage.

Our messages were clear: MNSure is the only place to get financial help, free in-person assistance is available and not getting coverage will cost you. This strategy was successful in increasing the total number of MNSure enrollments and qualified health plan enrollments during the 2015 period.

MNSure's focus on increasing enrollment was accompanied by a comprehensive, statewide advertising and public relations campaign, and a strategic, on-the-ground outreach effort.

Advertising and Public Relations

In 2015, MNSure focused marketing attention in areas across the state identified as having the greatest need based on poverty, education and employment status. This prioritization allowed the organization to put resources where it was most needed. MNSure budgeted \$561,000 for creative development, and \$2 million on advertising purchases. This strategy, coupled with statewide coverage, was very successful.

Campaign Allocation: percent of \$2 million media budget

- 38% Television
- 21% Out of home (bus shelters, billboards, etc.)
- 17% Radio
- 15% Digital/mobile/search
- 9% Priority-population-specific

Campaign Reach

- 175 million total impressions
- 99% of adult Minnesotans reached through advertising efforts
- Average Minnesotan saw a MNSure ad 35 times during open enrollment

Paid Search and Banner Ads

- More than 1.8 million total impressions delivered through paid search
- 28,258 total clicks on paid search
- 8,671 calls generated through paid search

- 2.7% overall click-thru on paid search (1% is the industry standard for success)
- 140,805 total clicks on online banner ads

New and Earned Media

- Continued coverage on statewide radio, morning television and editorial pages
- Proactive messages delivered through social media
- Reactive social media customer service delivered by dedicated staff
- Weekly “MNSure Minute” videos highlighting consumer and/or assister

Outreach

MNSure’s outreach team reached thousands of uninsured Minnesotans throughout the open enrollment period. With a \$1 million budget, the team focused on building relationships with assisters, helping organize enrollment events, creating new partnerships with allied organizations and connecting directly with Minnesotans.

Minnesota was in a unique situation during the 2015 open enrollment period. The insurance company that had the largest share of 2014 QHP enrollments pulled out of the online marketplace, creating a population of Minnesotans that needed to select a new plan or risk losing financial assistance. MNSure created specific outreach channels to this population, including direct mailings, email communications, phone banking and online calculator and comparison tools.

MNSure’s on-the-ground outreach strategy consisted of 14 organizers from across the state and from priority communities to implement the plan focused on the uninsured population. Three new tools were also created to increase connectivity, convenience and communication between MNSure and Minnesotans: the Make-a-Plan app, an online public events calendar and a texting program.

Make a Plan (MAP) Mobile Application

- 2,183 Minnesotans opted in and provided contact information through the app
- 82% of MAP sign-ups opted into MNSure’s text messaging campaign

Online Public Events Calendar

- 2,280 total public events throughout open enrollment
- An average of 24 events each day statewide
- Though not required, 792 Minnesotans RSVP’d to these events online

SMS Texting Program

- 20,313 unique text messages sent
- 1,991 active text subscribers
- 1,081 engaged in conversation with MNSure

Plans for 2016

Looking ahead, plans are already forming for the 2016 open enrollment marketing campaign. MNSure aims to dedicate a similar budget of \$500,000 for advertising development, \$1.5 million for advertising purchases and \$350,000 for outreach. The plan will include traditional advertising on television, radio and out-of-home placements, as well as digital advertising through social media and search engines.

Our focus will remain the same: getting Minnesotans enrolled into quality, affordable health insurance through the online marketplace. In addition, MNSure plans to put added focus on two specific populations in 2016: the Small Business Health Options Program (SHOP) and QHP enrollees.