Public Awareness Outreach/Marketing Campaign Overview

June 7, 2013
Campaign objectives

Our outreach and education campaign has two objectives:

1. Awareness & education amongst all Minnesotans

2. Activation – compel and propel individuals and small business owners to MNsure to shop, compare and ultimately, obtain health insurance
Our strategy

**Human Truth**
I wish I was covered, but health insurance is expensive and hard to obtain.

**Brand Truth**
MNsure aggregates health insurance options so you can choose the coverage that’s right for you.

**ACTIONABLE INSIGHT:** MNsure is the sure way to choose health insurance.
In other words...

We want to stop people in their tracks
How will we do this?

• By using a variety of media tactics and creative assets to surround our target and to connect with them with relevant and memorable messages.
Three distinct target audiences

**General Population/Consumer:**
1. Young, Healthy & Confident
2. Healthy but Concerned
3. Sick & Seeking Help

**Minority Populations:**
1. American Indian
2. Hispanic
3. African American
4. Hmong
5. Somali

**Small Business Owners & Insurance Brokers**
Planning Parameters

**Timing:**
August 2013 – March 31\textsuperscript{st} 2014  
(October 1\textsuperscript{st} 2013 – March 31\textsuperscript{st} 2014 Enrollment Period)

**DMAs:**
- Minneapolis/St. Paul
- Rochester/Mason City/Austin
- Duluth/Superior
- Mankato
- St. Cloud
- Fargo/Valley City

**Target:**
- General Population (awareness)
- Consumer – target segments + minorities
- Small business owner/insurance brokers
We will employ a variety of mediums for maximum reach and effectiveness

Spot TV provides mass reach to gain awareness, particularly against an older audience.

Radio builds frequency, and reaches younger and diverse demographics.

“Always on” approach allows us to target specific audiences and to efficiently engage and reach consumers who are interested in learning more about MNsure.
Print & OOH are powerful & effective mediums as well

High reach, impact and immediacy. Geo-target for reach across MN as well as with diverse and hard-to-reach audiences

Effective for reaching local business leaders and small business owners, contextually-relevant content

A variety of OOH tactics will be used to cover all of our key markets to gain mass awareness with all targeted constituents
So, what will the campaign look like?
Consumer focus groups in six markets

- Bemidji
- Duluth
- St. Cloud
- Marshall
- Minneapolis
- Rochester
Measures of success

We want consumers and small business owners to...

- Remember the MNsure name
- Know what MNsure does – and the benefit
- Know where to go to access MNsure
- Go to MNsure to shop for and purchase health insurance
Keep in mind...

• Remember that the outreach marketing campaign is just one piece of a fully integrated campaign with our message being delivered at multiple touchpoints:
  – Mass media
  – Social media
  – PR
  – Grassroots outreach
  – Collateral
THANK YOU