

Smart Segmenting & Sound Strategy Spur Health Insurance Quotes

BlueCross BlueShield of Minnesota

THE CHALLENGE

To lead the direct marketing initiative for its new Simply Blue product, BCBSMN sought the expertise of Johnson Direct. The first insurance plan of its kind introduced in Minnesota, Simply Blue was a cost effective health plan ideal for young adults transitioning out of their parents' plans, college students and 20-somethings just entering the workforce.

THE SOLUTIONS

The overall campaign strategy was to test various audience segments to determine lists that generate the greatest response. Johnson Direct developed the strategy, and creative, which was then applied to the Simply Blue traditional marketing efforts including radio, TV and billboards.

A test strategy was created to target two audience segments: (1) parents, encouraging them to talk to their children about the plan and (2) young adults themselves. The two pieces were sent twice to their corresponding audiences. Both audiences received a self-mailer format with targeted messaging for both audience segments. The parent's mailer used language such as "your child" and the young adult's mailer used "you" language. Given the technology-savvy young adult audience, recipients were invited to call, go online or return a reply card.

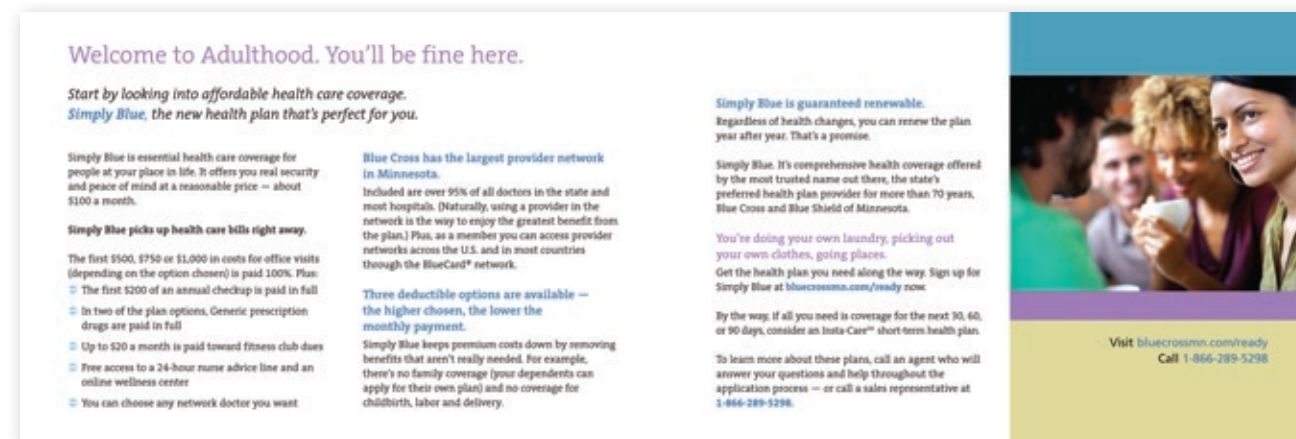
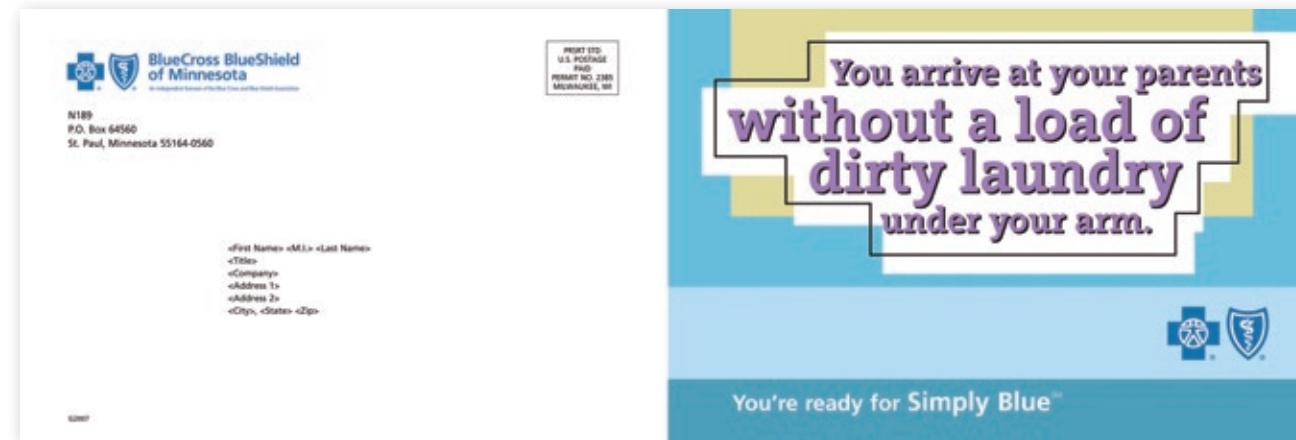
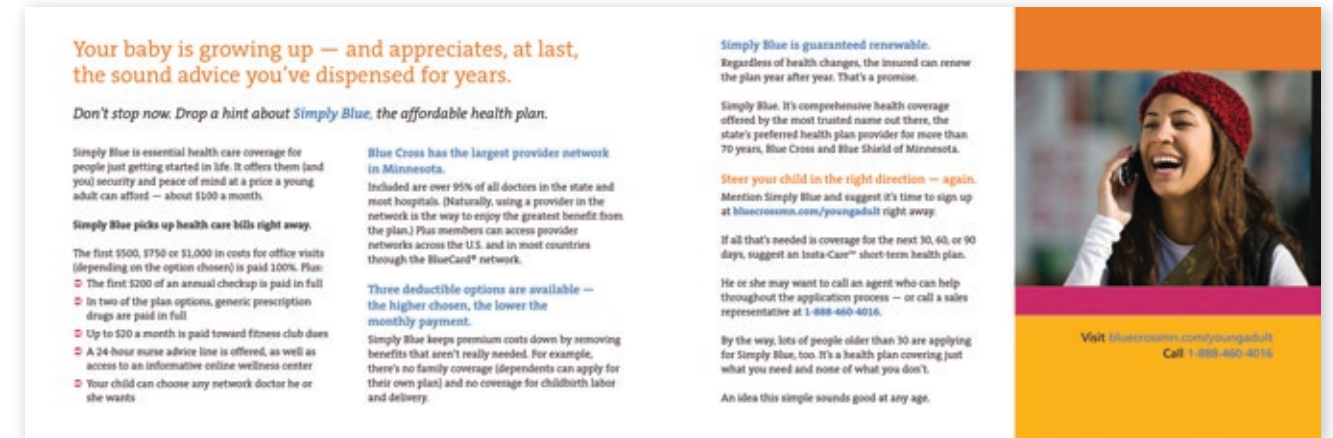
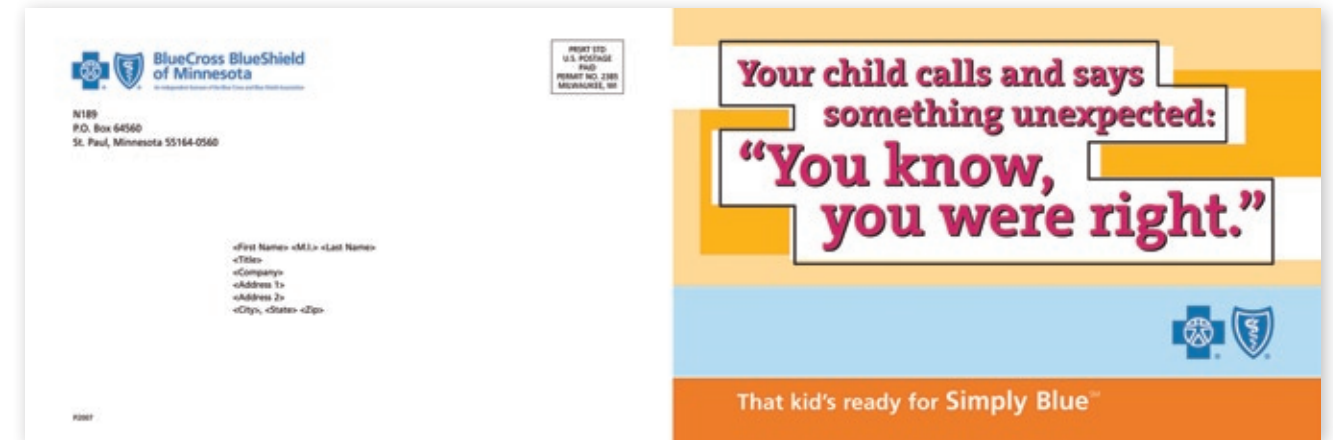
THE RESULTS

Initial testing helped us identify two key segments that were more likely to respond. Further testing and subsequent direct marketing roll-outs were planned based on this definitive results data.

Johnson Direct's counsel also identified highly cost-effective direct mail formats, sizes and weights, helping BCBSMN move away from more expensive mass mailings to more segmented, smarter direct response programs. More highly targeted audience profiles, higher quality lists, mailing fewer pieces, and reducing production costs all helped BCBSMN achieve significant cost savings.

THE TACTICS

- Direct Branding™
- Consulting
- Direct Mail Strategy, Design & Production



"One of the best things about working with Johnson Direct is that in our guts and in our heads, we "trust them."

– Sanna Yoder
Account Team Manager, Marketing Communications
Blue Cross and Blue Shield of Minnesota



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