

CASE STUDY

SUMMER - WINTER
2019



meridian
A WellCare Company

#EmpowerUs
Campaign Reboot

PREPARED BY:


Jasmine Browley
COMMUNICATIONS CONSULTANT

THE GOAL

I was contracted by boutique marketing agency, Ventures Unlimited to lead a "reboot" of the 4-year-old #EmpowerUs campaign to ensure that our client, MeridianHealth continues to lead the charge in providing top tier quality care, closing care gaps, maintaining high member retention and building a positive relationship with the State of Illinois.

The #EmPowerUs campaign was a community-based, Medicaid health initiative to inspire women, men, and families to take preventive action around key HEDIS illnesses which stands for (Healthcare Effectiveness Data and Information Set).

Jasmine Browley
COMMUNICATIONS CONSULTANT



WHAT I DELIVERED

- 360 marketing strategy
- Immersive implementation matrix
- Tasklist timeline
- Brand messaging restructuring
- Planning and execution of two (2) member appreciation events partner sponsored by the WNBA Chicago Sky
- Co-produced two digital commercials
- Social media content strategy
- Co-collaboratively created media plan and buying strategy

THE SCENARIO

Picture this.

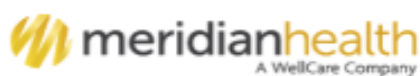
Although the strategy was approved by the client months prior, a major merger kicked project timelines back about three months behind the recommended start date. That meant that I was to produce the deliverables in nearly half the time. Thanks to a great team, we did that and more.

ACTION ITEMS

Milestone ONE

TASKLIST TIMELINE

In collaboration with my assistant project manager, we created an extremely detailed client-facing task list timeline that helped keep us all on track and well-positioned to meet important internal and state-imposed deadlines.



MeridianHealth
2019 EmPowerUs Tasklist Timeline
(As of 8/21/19)

COLOR LEGEND: GREY = Completed / YELLOW = Immediate Need

DELIVERABLE	START DATE	DUE DATE	STATUS	RESPONSIBILITY
<i>EmPowerUs 2019 Implementation and Engagement Strategy Project Plan</i>				
Present 2019 MeridianHealth Illinois Marketing Engagement & Implementation strategy	4/22/2019	5/9/2019	Completed	VU
EmPowerUs 2019 MeridianHealth Illinois Marketing Engagement and Implementation Strategy plan approved	5/9/2019	5/31/2019	Completed	VU
<i>CRS Outreach Integration</i>				
Present 2019 MeridianHealth Illinois Marketing Engagement & Implementation to MeridianHealth CRS team	5/13/2019	5/20/2019	Completed	VU
Confirm CRS EmPowerUs outreach tabletop (toolkit) materials	5/20/2019	5/22/2019	Completed	MH
Determine direction of VU support of MH Signature events	5/20/2019	6/3/2019	Closed	VU

ACTION ITEMS

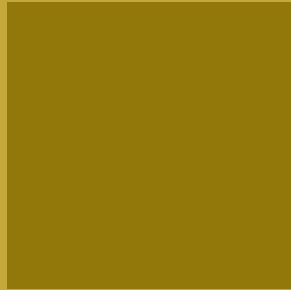
Milestone TWO

A big piece of this project depended on the successful integration of community and corporate partnerships. The WNBA Chicago Sky, Purple Asparagus and Imperfect Produce were brought onboard amplify market reach.

Social media was the hero tactic in increasing engagement and raising awareness among Meridian's membership base around both members-only events that we spearheaded.

Below are examples of the social media strategy and copy recommendations I used to guide digital messages pre and post-event.

SOCIAL MEDIA STRATEGY



MeridianHealth 2019 'Tis The Season' Social Media Copy

'TIS THE SEASON' SOCIAL MEDIA COPY

Six (6) social media messages will be distributed via the I Am A Gentleman social media accounts (Facebook & Instagram) and community partners (see page 6) leading up to the 12/23 and 12/24 event dates. Recommended copy listed below:

PRE-EVENT SOCIAL MEDIA COPY:

WEEK #1: Outreach to Families in Need

Facebook Social Media Post

Do you know of a family who is in GENUINE need this Christmas season? Thanks to our presenting sponsor @MeridianHealth, they just may be the recipient of the I AM A GENTLEMAN Christmas Blessing. We would love to hear their stories. Please visit (insert IAAG website here) to share your story or the story of someone you know. This week's recipient will receive food, clothing and more to help them through the season.

MeridianHealth WNBA Chicago Sky 2019 Sponsorship 'Finding Your Fit' Member Appreciation Social Media Copy

CHICAGO SKY SOCIAL MEDIA COPY

These post-event social media messages will be distributed via the WNBA Chicago Sky's Facebook and LinkedIn pages following the November 9, 2019 'Finding Your Fit' Member Appreciation event.

FACEBOOK POST

Thank you to our partner sponsor @MeridianHealth for co-hosting the 'Finding Your Fit' Member Appreciation event at @XS Tennis, November 9. Together we helped members to be #EmPowered with fun sports activities, healthy cooking demonstrations, and more!

Special thanks to our event partners: @PurpleAsparagus, @NHLBlackHawks, @Chicago_Bandits, @DePaulUniversity, @XSTennis, @ChicagoWhiteSox @BlackGirlsJump, @RebelzKidz, @ChicagoBulls and @HDTVUC13!

Visit <https://sky.wnba.com/finding-your-fit-2019/> to see great photos from the event! We are #EmPoweredTogether to help our communities live healthier, better lives.

ACTION ITEMS

Milestone THREE

MEDIA PLANNING AND BUYING STRAGY

In collaboration with Ventures Unlimited, we researched, negotiated and provided the client a recommendation for prime media placement opportunities. Those options included: Billboards and transit, movie theater preview ads.

Jasmine Browley
COMMUNICATIONS CONSULTANT

VENTURES UNLIMITED INCORPORATED / STRATEGIC MEDIA BUY (COOK/COLLAR COUNTIES)

6 Months (October - March) / 9-24-19

SESSIONS	REACH (Buy Run Time)	MEDIA COST		BONUS		ASSETS/SPECIFICATIONS			PRODUCT	
Age		Total Includes Installation	Option							
Rockford, Park, Honey Park, Videre		\$4,800.00	Add additional bus card ads for greater visibility and value	None		Size: 28"w x 11"h Material: 02 mm PVC			(3) Vendors / Vendor / Vendor	
all of oria		\$6,360.00	Additional bus card ads for greater visibility and value	None		Size: 28"w x 11"h Material: 02 mm PVC			(2) Available Vendor / Vendor / Vendor	
		\$11,160.00								
Months	Run Time Reach	:15 Sec Ad Cost	:30 Sec Ad Cost	In Theater Posters	In Theater Billboards	Movie Screen Size	In Theater Lobby Posters	In Theater Lobby Billboards	Movie Screen Video	In Theater Posters
183	174,092	\$10,440.00	\$19,150.00	(1) FREE with buy	(1) FREE with buy	Dimensions: 1920 x 1080 Pixels: (1080p) File Type: (.mov) or mp4	27 x 41	48 x 71	\$900.00	\$34
885	98,943	\$5,930.00	\$10,880.00	(2) FREE with buy			27 x 41			\$6
257	200,129	\$12,000.00	\$22,010.00	(2) FREE with buy			27 x 41			\$6
847	156,424	\$9,380.00	\$17,200.00	(1) FREE with buy	(1) FREE with buy		27 x 41	48 x 71		\$34
032	230,016	\$13,800.00	\$25,300.00	(1) FREE with buy	(1) FREE with buy		27 x 41	48 x 71		\$34
469	116,235	\$6,970.00	\$12,780.00	(1) FREE with buy	(1) FREE with buy		27 x 41	48 x 71		\$34
760	173,380	\$10,400.00	\$19,070.00	(2) FREE with buy			27 x 41			\$6
261	122,631	\$7,350.00	\$13,480.00	(1) FREE with buy	(1) FREE with buy		27 x 41	48 x 71		\$34
144	38,877	\$3,330.00	\$4,330.00	(2) FREE with buy			27 x 41			\$6



EVENT ATTENDANCE - 70%
SOCIAL ENGAGEMENT - INCREASED 50%
MEMBER RETENTION GOAL - MET

Let's work together.

Email

Jasmine@JasmineBrowley.com

Phone

312-248-3903

Website

JasmineBrowley.com