

EFFECTIVE, SENSITIVE, INCLUSIVE

The roadmap to building out the Connecticut Healthcare Insurance Exchange brand to ensure maximum enrollment.

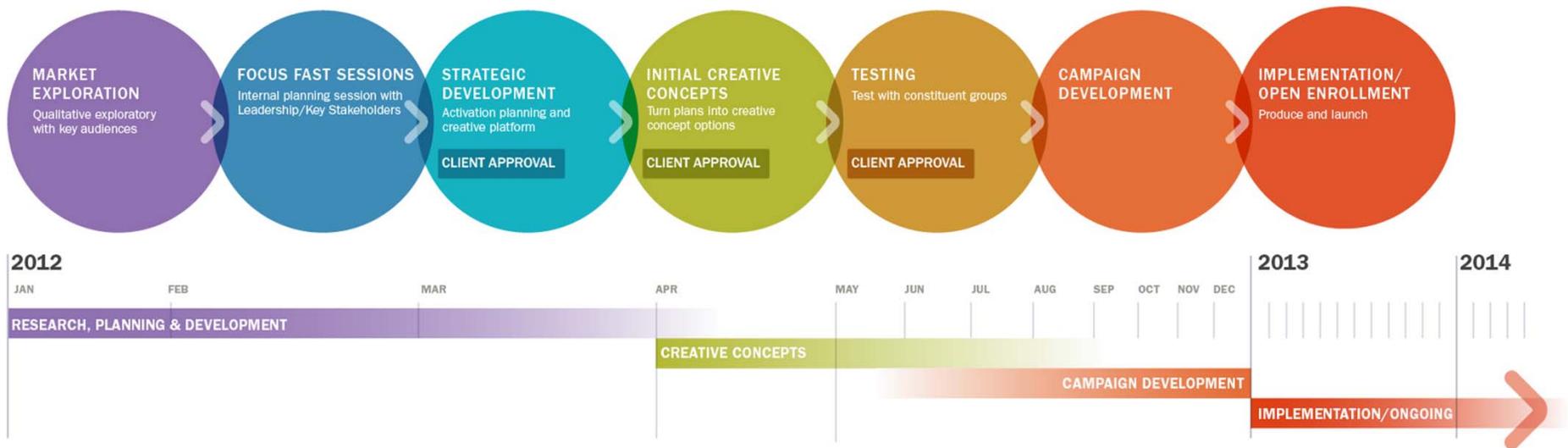
OUR APPROACH:

How We'll Work with the Connecticut
Healthcare Insurance Exchange

CLIENT METHODOLOGY WE'LL EMPLOY

- Inclusive and collaborative – it's built into who we are and what we do.
- Question – all knowns and unknowns.
- Eyes & Ears – we place a premium on listening.
- Thorough – we leave no stone unturned.

STRATEGIC TIMELINE



MARKET EXPLORATION

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Research evaluation
Data gap ID

Identify issues of strategic significance and any data gaps.

Identify all audiences,
partners and
navigators

Identify and prioritize program audiences and key influencers.

Stakeholder
interviews

Build consensus with critical audiences defining strategic role of brand communications.

Media monitoring

Understand media sentiment and media relations challenge.

Establish
benchmarks

Establish best practices criteria to inform program direction and provide evaluative tool.

DELIVERABLES:
* Leadership
Approval

Written report provides:

- Issues of strategic significance for program.
- Audience opinion and media sentiment analysis.
- Best practice benchmarks and measurement tool.
- Present recommendations.

FOCUS.FAST. SESSIONS

FOCUS FAST SESSIONS

Build consensus

Define and prioritize direction of program.

Set objectives

Identify measurable program objectives.

Establish metrics

Define qualitative and quantitative measurement tools.

Set direction

Identify and prioritize brand deliverables and program messages.

DELIVERABLES:
* Leadership Approval

- Program Strategic Blueprint document detailing program mandates and direction and establishing an evaluative and approval tool for entire program.
- Detailed timeline and budget details.

STRATEGIC DEVELOPMENT

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Tactical and media
planning

Phased program communications plan.

Creative strategy
development

Create and test program customer value-proposition(s).

Initial branding
recommendations

Create brand identity for Connecticut Health Insurance Exchange brand.

DELIVERABLES:
* Leadership
Approval

- Connecticut Health Insurance Exchange customer value-proposition recommendation.
- Communications launch plan and initial on-going plan.
- Budget allocation and detail for all phases of program.

INITIAL CREATIVE CONCEPTS

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Concept development of key campaign elements

Create ideas and concepts for key communications pieces.

Production plan and schedule

Develop production schedules, budgets and schedule all approval gates.

DELIVERABLES:
* Leadership Approval

- Concepts suitable for audience creative testing.
- Documented deliverables, production specs and budgets.

OUR RELEVANT EXPERIENCE:

That Informs the Connecticut Health
Insurance Exchange Engagement

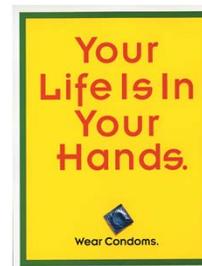


Building consensus across diverse group of stakeholders.



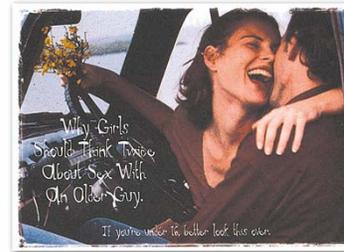
AIDS Prevention

Reaching the unreachable with sensitivity and understanding.





Prevention of Teen Pregnancy Changing dangerous behavior.



Redefining perceptions of healthcare delivery.



up your
FLU IQ

Overcoming the fear factor to save lives.

