



KNOW THE FACTS ALASKA
Non-Profit Marketing

FINDING A BRAND'S VOICE IN AN INDUSTRY OF FLUX, CONSUMER CONFUSION & POLITICAL RHETORIC

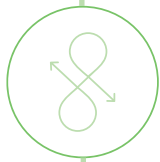
EXECUTIVE SUMMARY

“Know the Facts Alaska” (KTFA) provided digital content and education to Alaskan consumers on health care reform. The group was non-partisan and does not endorse any political party or candidate.



ASSIGNMENT

Build a movement to raise consumer awareness and engagement on health care reform.



CHALLENGE

Launch the brand in less than two months, in the midst of industry change and political upheaval.



RESULTS

In less than six weeks, the Movement became an instant hit with thousands of brand activists throughout Alaska.

- Key decision makers (women: 65%) and influencers (Millennials: 2x average) had unprecedented levels of involvement. *Source: Facebook*
- Movement size and participation eclipsed all other Affordable Care Act groups (both partisan and non-partisan) by wide margins. *Source: Facebook*
- Brand engagement across every touch point averaged 5.5%. *Source: Google Analytics*

A NEW FRONTIER

In America, there are few issues as important to consumers as their health care. And in Alaska, that sentiment was taken to a whole new level with the introduction of the Affordable Care Act. With limited private health insurance competition and a highly uninsured population living in unique economic conditions, the 49th state offered no clear source to help guide consumers through the ACA rollout in the fall of 2013.

Enter the “Know the Facts Alaska” (KTFA) Movement. As a non-partisan education group, KTFA was created to identify the unmet needs and unanswered health insurance questions of thousands of consumers throughout the state. But to successfully complete this mission, KTFA faced three major hurdles: **time**, **perception** and, **engagement**. Yet, in order to overcome those challenges, an entirely new mindset was needed for consumer marketing and movements.

MEET THE TEAM



REVOLUTIONARY THINKING

“Know the Facts Alaska” was an entirely organic and collaborative effort uncommon for traditional marketing circles, let alone health care marketing. To get the ball rolling, pioneers in marketing, research, policy, and creative came together throughout Alaska, and in some cases, the lower 48 states. In a matter of weeks, this team of experts created a consumer movement the likes of which Alaska had never seen before.

To ensure authenticity for the KTFA brand, all of the brand positioning and creative tactics came directly from the minds and hearts of actual Alaskans. An Anchorage research firm was selected to conduct discussion groups and opinion interviews, while boots were put on the ground so KTFA team members could truly understand the mind of the Alaskan consumer. As a result, these tactics clarified real consumer needs and established a baseline for metrics before any element of the campaign was launched.

From Alaskan consumers, four key themes emerged:

- 1. Alaska offered no single credible source of information** regarding the complexities of the Affordable Care Act, and the issue was viewed as having become too political. *Source: Craciun Research*
- 2. Consumers desperately wanted a trial period for ACA plans**, yet none were available. *Source: Craciun Research*
- 3. Most Alaskans' income fluctuates by season** and a large majority of residents didn't realize that the ACA required them to report all income changes. *Source: Craciun Research*
- 4. Many questions lingered about the role of the IRS**, as well as the ACA application process in securing new plans. *Source: Craciun Research*

A MOVEMENT IS BORN

In order to combat political misperceptions about KTFA, the movement focused on **facts**, **emotion**, and **authenticity** while always putting consumers first. Since real Alaskans were critical to both the trustworthiness and success of the campaign, in-state residents were recruited for every aspect of creative production and media. As an example, following extensive casting research, a mom from Anchorage was chosen as the voice of the KTFA movement, even though she wasn't a trained actor.

In September 2013, video production for KTFA began on location in Anchorage at the Westchester Lagoon, followed by a micro-targeted multi-platform media campaign that went live in October.



BRIAN WALKER
AE Marketing Group

“Select industries and issues can often evoke negative opinions. While this movement was not political, it did address a very political topic - health care reform.”

TRAILBLAZING ENGAGEMENT

Created, produced, and launched in less than six weeks, the KTFA movement became an instant hit with thousands of brand activists across digital, social, and other media platforms. Additionally, KTFA (designed hand-in-hand with Alaskan consumers) went on to show engagement levels never before seen for any policy-related issue in the state.

Among the highlights:



Impression levels reached **4x the population of Alaska.**



Women participated in the movement at unprecedented levels.

Considered key decision-makers on health care, their online engagement for the movement was 65% - 19 percentage points higher than the Facebook average. *Source: Facebook*



Millennials (ages 25-34), overwhelmingly joined the movement at a rate 2x higher than the Facebook average. *Source: Facebook*



The average engagement for all of the movement's campaign mediums was 5.5% - 2-3x higher than benchmarks for traditional campaigns and higher than healthcare.gov. *Source: Google Analytics*

Additionally, KTFA **surpassed** all local ACA groups (both partisan and non-partisan), including “Enroll Alaska”, by massive margins in terms of both size and engagement, proving the success of KTFA’s organic and collaborative approach.

But due to the overwhelming success of KTFA, another lesson was learned. As Walker explained, “There was much written about the movement (and AE Marketing Group), almost all of which was inaccurate and partisan. Therefore, a better-coordinated public relations approach could have offset initial misperceptions about the brand.”