

How do you humanize **HEALTH INSURANCE?**



Make **EMPLOYEES**
the focus of the brand



By creating the
LARGEST employee
documentary in health care

Including:
19 EMPLOYEES



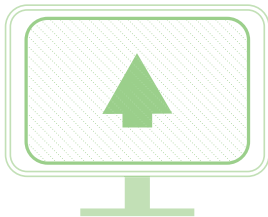
2,000 IMAGES



**500+ HOURS OF
FOOTAGE**



RESULTING IN:



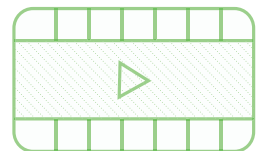
**A 600%
INCREASE**

in digital impressions

Source: Facebook

Total digital engagements
INCREASED BY 6,000%

Source: Google Analytics



Facebook video views
**REACHED OVER
600,000**

Brand awareness in
Southeastern Wisconsin
INCREASED BY 14%



And online enrollment
INCREASED 394%
compared to the prior year



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