

How do we best message our insurance to the currently uninsured?

- What is their baseline of understanding?
- What are their underlying beliefs and attitudes?
- Which marketing tactics and messages can we use and which best resonate?

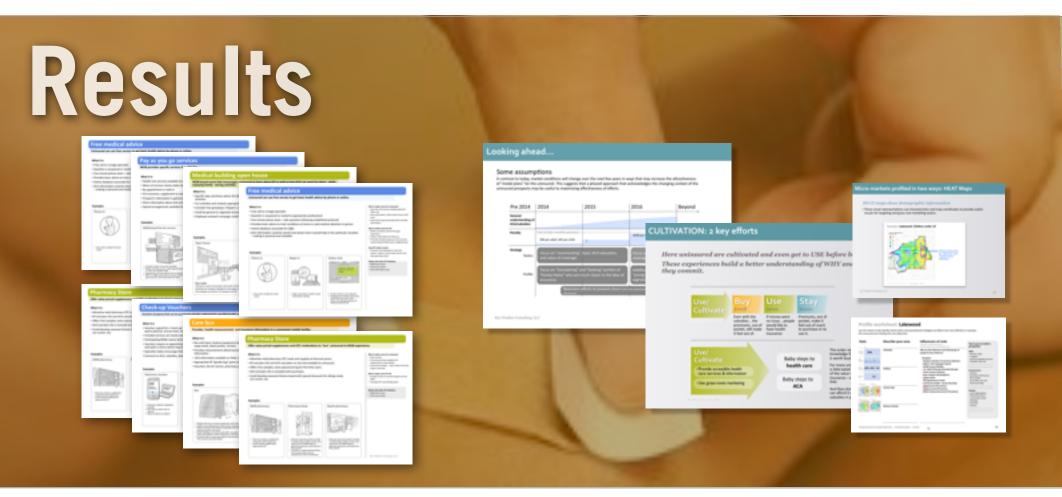


- Qualitative interviews to deeply understand attitudes and beliefs:18 ethnographic, in-home interviews to get a deep understanding of the uninsured
- Management stakeholder interviews to understand capabilities & focus
- Messaging and tactic concepting workshops
- Concept feedback and evaluation with target participants



Generative and evaluative methods were used to explore, then evaluate concepts:

- Participatory exercises to articulate relationships to healthcare
- Experience/needs modeling provided a reference framework for concept exploration
- Illustrated scenarios mapped out potential experiences and messages
- Value propositions pinpointed specific benefits and language possibilities



A range of recommended tactics, evaluated by customers, to capture new business:

- Recipient appropriate messaging tactics
- 24 event and experience ideas that will provide the most positive uptake.
- A go-to-market strategy for implementing the tactics
- A localized approach to identifying fertile micro-markets