

PROFILE

SPECIAL
EDITION

New Image Advertising Campaign to Begin July 30

Blue Cross and Blue Shield of Florida is getting ready to launch a new image advertising campaign that we hope will have everybody listening. The advertising will be tested in Jacksonville and Orlando beginning the week of July 30.

The Orlando market was chosen because of its special test capabilities that will give us the best opportunity to monitor public reaction to the ads. Jacksonville was included so that our home office employees could all be a part of the publicity.

Image advertising is one way we have to let the public know what we believe is important about our company — what sets us apart from our competition. The theme of the campaign is, "We hear you. And we're working on the answers." The best way to let the public know that we're listening and that we're trying to find solutions is by the actions of all our employees.

These ads are designed to let Floridians know that the Plan is actively pursuing new and better ways to provide quality health care coverage at an affordable price. And at the same time the ads let us convey another important message: that there are real, caring people behind the Blue Cross and Blue Shield of Florida logo, people who are genuinely concerned about meeting the needs of their customers.

Each ad will feature a Blue Cross and Blue Shield of Florida vice president or senior vice president responding to a probing question dealing with health care coverage. In the first three ads scheduled to run, Charlie Richards, senior vice president, Health Industry Services; Mike Jenkin, vice president, Health Industry Systems; and Judy

Discenza, vice president, Actuarial/Underwriting will address three heart-of-the-matter questions which deal with health care costs and premium rate increases.

"We talked to dozens of people all across the state to find out what questions they had on their minds about health care and insurance," said Bob Endriss, senior vice president of Corporate Communications and Advertising. "We found out that most people had similar questions."

"We also learned that people wanted someone to pay attention to their concerns — to listen, and to try to help them with their problems," Endriss added.

The result of this research was the image advertising theme and concept for the campaign.

The first ad will appear in the local Florida Times-Union/Jacksonville Journal the week of July 30. In this ad, Charlie Richards will address the issue of health care cost management. In the next ad, Mike Jenkin will address cost management for local groups. The third ad will show Judy Discenza responding to a question about health care insurance premiums.

In Jacksonville we will be running newspaper ads. In Orlando television commercials will also be introduced. Eventually, if the image advertising is well received, the campaign will cover the entire state.

Each ad invites readers to write to the spokesperson with questions or suggestions. Everyone who writes will be answered. Endriss noted that this will help reinforce the promise that "We hear you."



Charlie Richards (top), Mike Jenkin (middle), and Judy Discenza (above) appear in the new corporate image advertising. The scenes help demonstrate how the Plan takes a personal interest in listening to the health care concerns of Floridians.

Evolution of an Ad Campaign

"Coming up with the theme of our new image advertising campaign was more than just a light bulb clicking on in somebody's head," according to Roy Fouts, director of Advertising and Sales Promotion at Blue Cross and Blue Shield of Florida. In fact, the process has taken several months of research and analysis to come up with a theme that will achieve specific image goals for the Plan.

Following are highlights of the steps involved in developing the campaign:

- 1. Identification of the Florida Plan's problems and opportunities and gauging the health care environment in Florida relative to the image of the Plan.**
- 2. Formal research among over 900 Floridians via a telephone survey.** Each respondent gave opinions on a wide variety of health care issues, including his/her perceptions of Blue Cross and Blue Shield of Florida and major competitors.
- 3. Preparation and presentation of four complete advertising themes and advertisements which addressed the concerns of our publics.** These were then presented to groups of 10 — 12 Floridians for their comments and suggestions. From these feedback sessions, the idea of the present theme — "We hear you. And we're working on the answers" — evolved. Our research determined that consumers want to hear from real people. A personalized message, we found, helps them realize there are human beings behind the big building and the computers. Our advertising meets these needs by having senior management address the issues.
- 4. Preparation of a written advertising plan which was formally presented to Plan President William E. Flaherty and several members of the Executive Staff.**
- 5. Preparation of seven ads and a TV commercial under the "We hear you" theme for additional testing**

"People make it happen"

Blue Cross and Blue Shield of Florida is the state's acknowledged leader in providing health care insurance. As a result, people hold high expectations of us. They expect fast, accurate claims processing. They expect reasonable premium rates. They expect responsive, courteous service. They expect efficiency and innovation. And more.

Interestingly, however, recent research among Floridians has told us that they don't expect us — or anyone else — to have all the answers and solutions to their health care problems. Though costs have been rising faster than the general rate of inflation, they realize that it is a complex problem with no easy answers. What they really expect is for their insurance company to hear and understand their problems, and be committed to finding the answers. And, of course, that's what we are doing with our new preferred provider organizations, health maintenance organizations and new benefit designs.

The message our advertising will convey to customers is a promise: "We hear you. And we're working on the answers." So it is important that we make special efforts to listen and to continue to come up with new ideas and innovations on behalf of our policyholders.

All it takes is the "Golden Rule of Business." Treat your customer (or fellow employee) as you would want to be treated. Listen. Respond with sincerity. Follow up on requests in a timely manner. Take time to be accurate and right the first time.

The Customer Service Department has adopted a motto which directly ties in with our new advertising theme. Their motto is, "People make it happen." The fact is, people — and only people — can listen and find answers. With everyone working together, we will find the answers.

and research. The ads were "graded" by consumers throughout the state. Additionally, group business decisionmakers were personally interviewed and were invited to comment on the ads.

6. Final production of the first three ads. These ads will start running in Jacksonville and Orlando newspapers the week of July 30. The production involved careful wording of the copy (the text portion of the ads) and photography sessions with Charlie Richards, Mike Jenkin, and Judy Discenza. Each photo session took a full day to set up and shoot.

7. Evaluation. The campaign is being run in two cities so we can evaluate the effectiveness of the

ads in obtaining our goals. If effective, the campaign will roll statewide.

"Not all advertising goes through this extensive process. But we wanted to be sure that what we are saying to the public is important to them and addresses their needs. And we did that by practicing our theme: we listened to them and developed a solution," said Fouts.

Fouts said that this is one of the most thoroughly researched, analyzed and planned campaigns he has ever seen. "It's been a tough assignment," he said, "but the results should be well worth the time we've all invested."

**WE HEAR YOU.
AND WE'RE WORKING ON
THE ANSWERS.SM**