

Case Study

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of Marketing



HUMANA HEALTH CARE CHALLENGES GYM RATS

THE CHALLENGE

Insurance provider Humana was looking to encourage its present and potential customers to make small, but meaningful improvements to their health. Playing off its "Guidance when you need it most" tagline, the health-care provider created a four-month program designed to help people manage their weight, reduce stress, learn about nutrition, take care of their backs and quit smoking. The Humana Health Challenge, which wrapped up in March, pushed consumers in Chicago and Tampa, Fla. to achieve these goals online via Humanahealthchallenge.com. Here, participants were given interactive tools, up-to-date health information and were part of a rewards program.

THE PLAN

To let people know about the program, Humana chose to advertise in Chicago gyms and fitness centers via the Health Club Panel Network, which is a division of Captive Media, Los Angeles. HCPN has put up static panel advertising with multiple creatives in the locker rooms and common areas of 110 health clubs in the Windy City. It also ran digital advertising via dedicated HCPN flat panel monitors in the clubs.

THE RESULTS

Total page view counts rose 8% for the first month of the campaign and continued to rise after that, particularly for those people revisiting the site. "Since no other medium was constant during this time, it appears the ads in HCPN clubs resonated with health club members and provided consistent reinforcement to return to the site for more information," said Martha Redman, marketing director of brand, advertising and creative at Humana, Louisville, Ky.

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