

HCMN CASE STUDY: BlueCross BlueShield

Components:

- Super panel and digital advertising on HCMN's proprietary screens.

Success Measurements:

- 54% ad recall.
- Nearly half of those with recall were also able to specifically recall campaign's main 'affordability' messaging.
- Willingness to consider BCBS as one's health plan provider rose more than 30% from pre to end campaign research survey waves.



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