

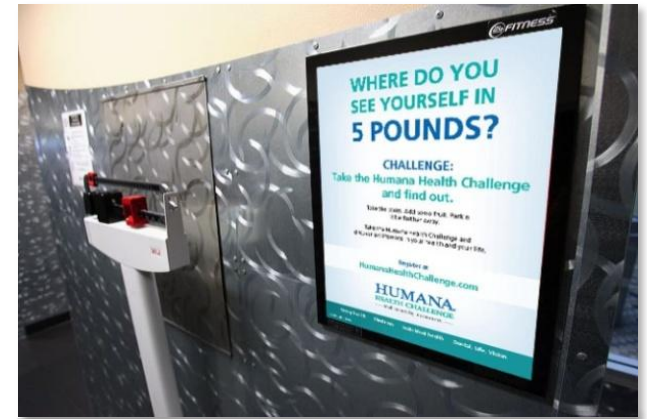
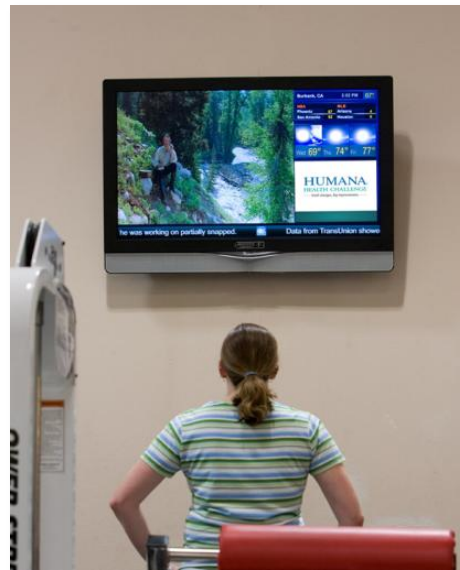
HCMN CASE STUDY: Humana Health Challenge

Components:

- Multiple static panel executions in locker rooms and common areas as well as digital panel advertising

Success Measurements:

- Total page view counts on Humana's dedicated website rose 8% in the first month of the campaign and continued to increase during the entire the campaign. HCMN was Humana's only constant source of advertising for the website during this time



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The Leader in Reaching Active People