



Bright HealthCare™

Final Campaign Book
Summer, 2021

breaker



breaker
Collective



about us

Every second counts. Within a flash consumers factor what's critical to their life or what can be left in the dust. Breaker disrupts markets by cutting through the clutter with strategic planning and insights, compelling ideas and a pool of diverse talent with unique perspectives.

breaker

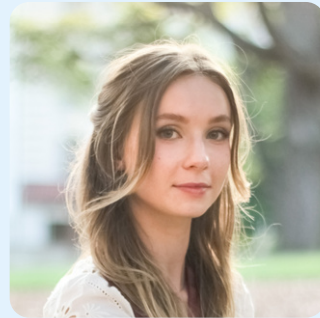
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Bright The Brand

breaker

Brand Analysis: SWOT

S

Strengths

- **Quality**
Bright has a network of medical services that meets the needs of each consumer with highly satisfactory rates
- **Cost**
Affordable plans, especially to those with Medicaid/medicare.
- **Accessibility**
Offers accessible plans through government accommodation and to non traditional jobs that don't get healthcare from their employers

W

Weaknesses

- **Presence**
Bright Health lacks a strong presence within the Florida Market.
- **Enrollment Period**
Same enrollment period across the board. Also this is a weakness baked into the industry.
- **Similarities**
Bright is very similar to some of the other insurance companies. Another consequence of the industry.

O

Opportunities

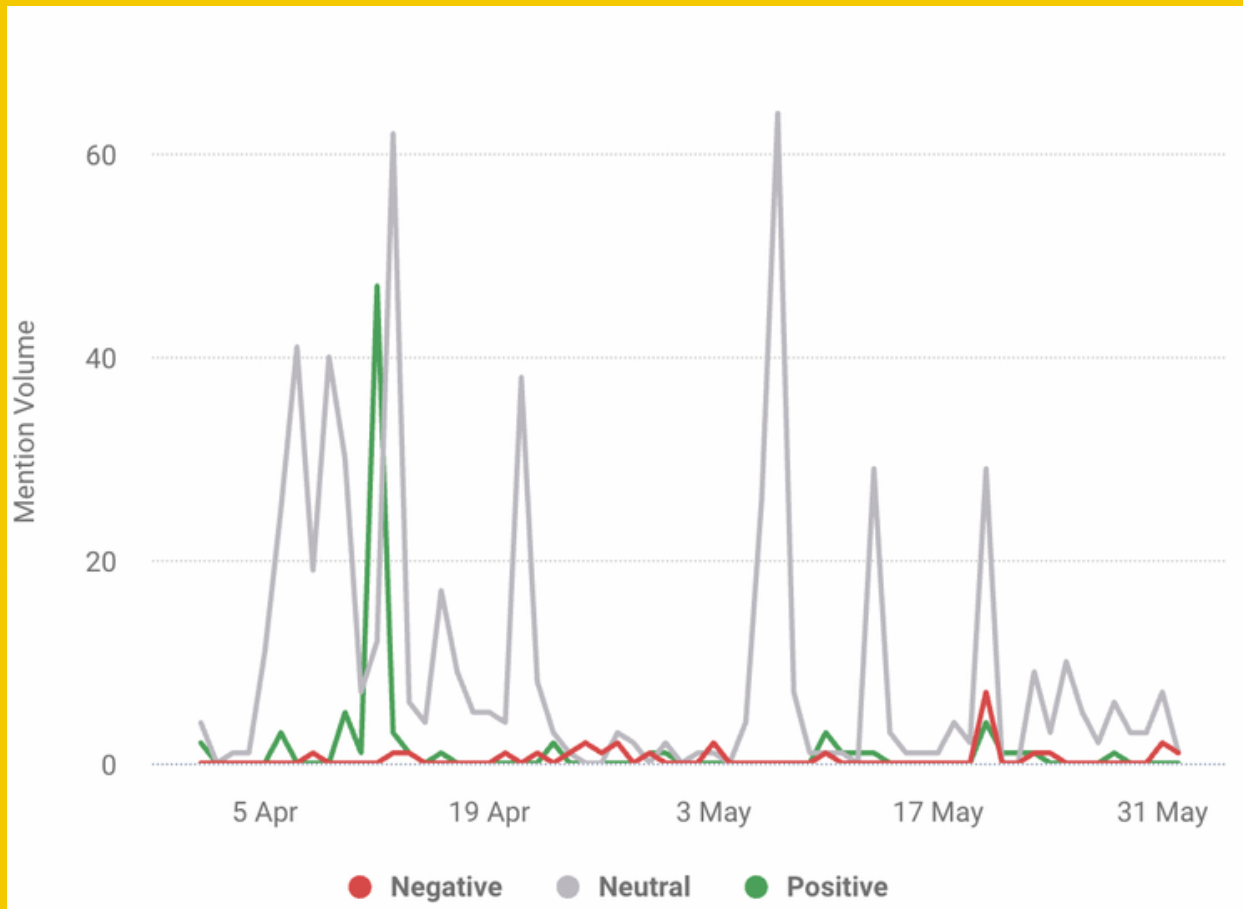
- **Simplification**
Further simplifying healthcare through easy to use website
- **Diversification**
Acquisition of Zipnosis: expanding telehealth services and lowering costs
- **Florida Market**
The Florida market is a brand new one with worlds of opportunity.

T

Threats

- **Access**
Access is only once a year
- **Reviews**
Can cripple a brand and health insurance is already predisposed to negative reviews.
- **Competition**
This market is already filled with stiff competition.

Brandwatch Data



MOST CONVERSATION IS NEUTRAL.

According to Brandwatch, 91% of mention volume in the online space is neutral surrounding Bright Healthcare. While not positive, it allows for opportunity to increase positive mentions.

TRENDING KEY WORDS FROM BRANDWATCH

The following were the top four keywords picked up by our queries in relation to Bright Health:

Services (813 mentions), Care (945 mentions), Quality (450 mentions), Company (741 mentions)

Social Audit

Owned Media

Social Successes

Bright HealthCare does a great job posting about current on events (i.e., COVID-19), being transparent with the audience when partnering with new people and entity's, and putting out quality content that is aesthetically pleasing.

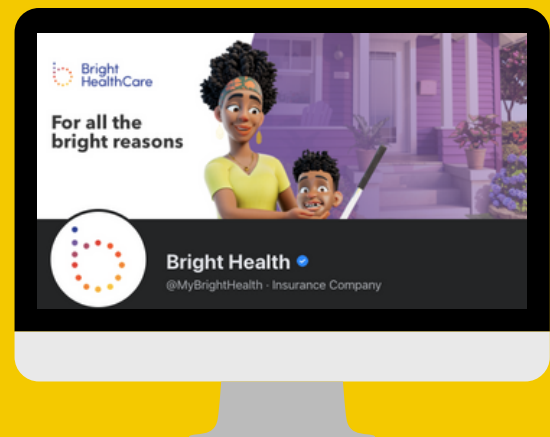
Room for Improvement

Consistency Across Platforms

Bright Health isn't currently active across all platforms, specifically Twitter, which creates confusion when distinguishing Bright Health from Bright Health Group. It's critical Bright Health be active on as many social platforms as possible and ensure it's profile visuals, account handles, and identity across platforms is visibly similar.



VS



Increase Post Frequency

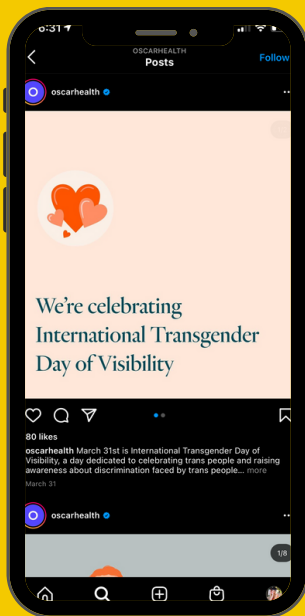
Currently, Bright Health posts a couple of times a month on each social platform. To increase brand awareness, Bright should increase their posting frequency to 3-5 times a week so that the content is boosted by the algorithm. Our team recommends using a social media scheduler, like Hootsuite or Later, to easily schedule posts and plan out feeds across multiple platforms.

Social Audit

Room for Improvement

Diversify Content

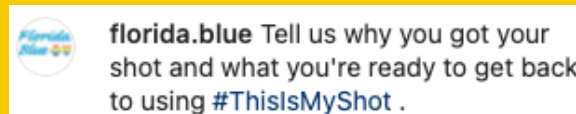
While Bright Health does a great job of posting content relevant to the medical industry (ie., National Nurses Week), diversifying content to include matters important to the consumers is better reveals the brand's values, which is critical in gaining their trust.



Content examples: social cause advocacy, educational infographics, meet the Bright Health team, what it's like to work with Bright Health, positive patient feedback

Engage Audience

Another way to increase engagement and expand brand awareness is to create compelling content and captions that ask the audience to comment or take action.




Verify all platforms ✓

Verification can ease consumer confusion when searching for Bright Health on different socials and help deter fake or look-a-like accounts from getting traction.

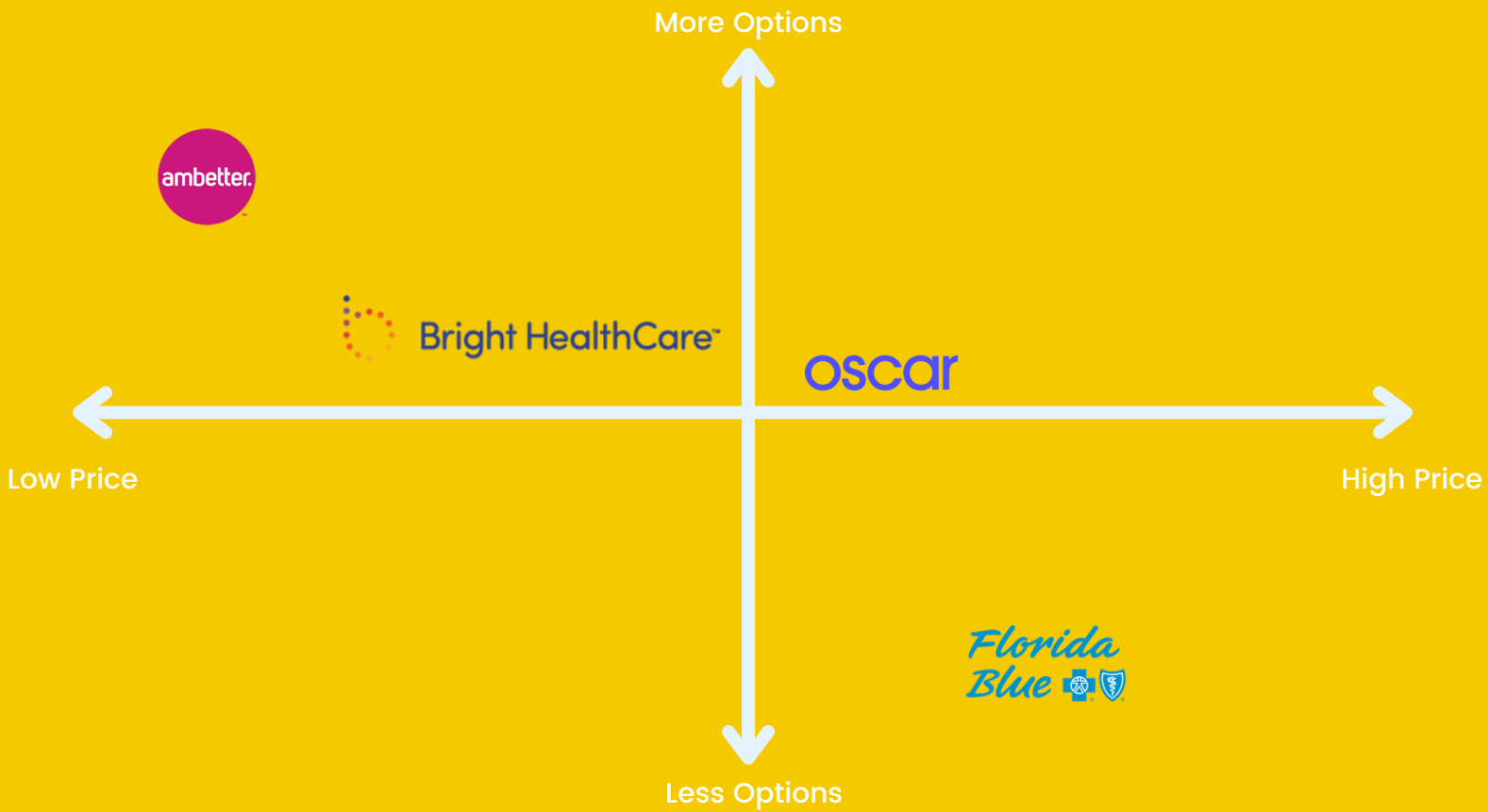
Opportunities

- Further simplifying healthcare through easy to use website
- Acquisition of Zipnosis: expanding telehealth services and lowering costs
- Expansion within the Florida Market



Competitive Analysis

Primary Competitors



We built this graph on a collection of information that included pricing, available plans, as well as user comments found on brand watch. We were able to put each brand in these positions based on our findings. Bright Health is currently in a solid competitive position.

Differentiators



"The Healthcare Behemoth"

Threat Level: **Critical**

Fast Facts:

- Available in 20 States (including FL)
- 30+ years in experience & backed by a multi-million dollar company



"The New Kid on The Block"

Threat Level: **High**

Fast Facts:

- Available in 15 States (including FL)
- Disrupted the healthcare industry by running on a customizable platform



"Old Reliable"

Threat Level: **Medium**

Fast Facts:

- Only available in FL
- Over 70+ years serving the Florida community

Social Audit

Competitive Analysis

Who is doing it best?

Those leading the market in social media engagement and aesthetics are bright, colorful, fun, and modern.

Oscar Health



Florida Blue



Simplicity is key

Competitors use bright catchy graphics and simple language to attract readers and get the message across in a fun and easy way.

Usually you can only enroll in health insurance during the Open Enrollment Period between 11/1 and 12/15 every year, unless you experience a major life event.

This year is a little different.

WHAT'S NEW?

In response to COVID-19, the federal government has *reopened* healthcare.gov through 8/15/21.

This means that if you don't have health insurance, or you're unhappy with your coverage, you now have the opportunity to enroll in a health plan.

Link in bio for more.

IG carousel from @oscarhealth

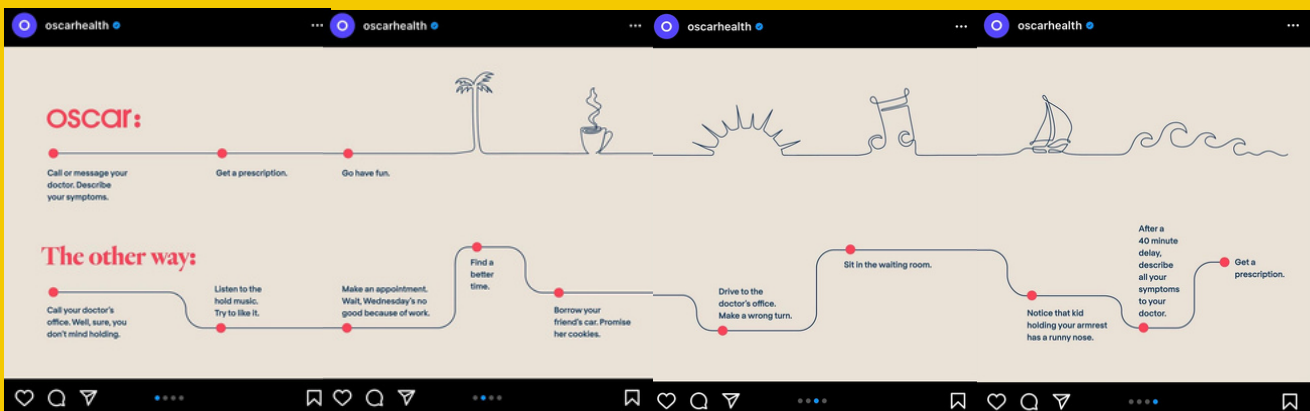
oscarhealth The federal government recently opened a Special Enrollment Period (SEP) to give people an opportunity to sign up for affordable health care coverage through August 15.

If you're uninsured or looking for better coverage, you still have time to get covered with Oscar. Link in bio to learn more about our plans.

Social Audit

Competitive Analysis

Top Post Example



IG carousel from @oscarhealth

Why does this work?

Rather than explicitly telling the consumer what it's like working with them, Oscar Health depicts an easy-breezy experience with this bright and simple graphic. This post gets their message across in a way that their audience can relate and understand.



Target Audience

Target Personas

AFFORDABILITY SEEKER

They may not be a part of a the gig economy, but they do work an hourly job without benefits. Ranging from young millennials to small families or single parents, the most important thing here is the affordability and variety of plans Bright can offer.



THE FREELANCE EXPERT

They're no stranger to the way freelancing and contracting work go. They understand that the benefits they receive are dependent upon their ability to afford it, and they want to know exactly what their money can buy them.

Financial volatility and access to benefits are some of their major challenges. They might not have the space in their schedule to figure out the healthcare plan they need- therefore they need an easy, understandable option.



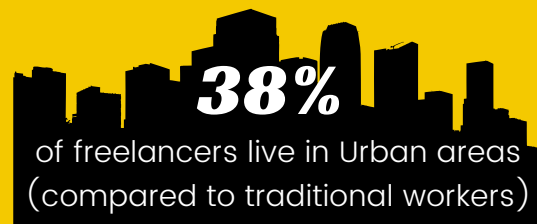
Primary Research

Average Floridian Freelancer Income:

\$39,900

43%

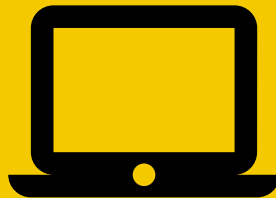
"of American's reporting themselves as gig workers are between the ages of 25-35"



29%

of gig workers in Florida hold a Bachelors degree of some kind.

Online gig economy workers are found to be active sporadically- fewer than 20% made earnings in more than 7 months out of the year.



Miami and Jacksonville were listed on the highest earning cities to drive for Uber in 2019.

Freelance Voices

“ Healthcare is deemed inaccessible for those of us who are self employed – it has this stigma that it’s extremely expensive. The truth is that most insurance companies and brokerages come off extremely scammy which I think does deter a lot of entrepreneurs/freelancers from pursuing personal plans. ”

Lauren Bordelon,
Marketing/Coaching Freelancer,
Florida



“ I love being a member of the gig economy because I get to choose when and where I work. I travel to visit my long-distance partner frequently without having to worry about missing work & income. I am also a full-time online student, so if I have a heavy school load, I can ease back on the freelancing. My lifestyle is flexible, simple, and happy. ”

Jennifer, Freelance Graphic Designer,
Florida



Insights

The Freelance Expert

- **Type A Personality**- they will plan out and research anything and everything, including finding the right healthcare plan.
- **Take pride in doing the work themselves**- they see the benefit in their own hard work, and it brings value and satisfaction to their lives.
- **Have a flexible schedule**- they may make all their money freelancing, but being able to construct their own hours and schedule is a huge benefit for them.
- **28% of “gig economy” workers are the “Freelance Expert”**- meaning, their gig work isn't a side hustle, but a full time grind, whether offline or online.

(<https://www.upwork.com/press/releases/freelancing-in-america-2019>)



Creative Brief

Challenge:

Increasing brand awareness in a relatively new Florida Market, while ultimately increasing enrollment by acquiring new members.

Who is the Target and what do we know about them?

Floridians who work hourly jobs or contract gigs, that must shop around for healthcare and whose main priority is affordability, or “bang for their buck.”

What is the Key Insight?

Finding a HealthCare plan that fits my life is like trying to keep my head above water.

What is the Single Most Inspiring Thing we can Communicate?

Bright HealthCare is different from other personalized care groups because we're focused on making your life happier, healthier, and brighter.

Creative Brief Continued

What are the Reasons to Believe (RTB's) ?

I Accessibility

Bright creates a community of accessible, personalized care teams, to ensure the quality of service and ease of use.

I Incentive

By offering cash rewards for the completion of health-related tasks, we are encouraging our consumers to be the healthiest version of themselves and giving back to our Bright family.

What are the Campaign Deliverables?

Through an increased social media presence, event sponsorship and experiential ideas, we hope to increase brand awareness and pivot brand perception by being more interactive with our audience. Through the use of physical deliverables such as a consumer care package, we hope to increase favorability and help the consumer feel more like a person and less like a name on a list.

Considerations (current campaign idea, tagline, colors, etc.)

“0” benefits: \$0 to see your doctor, \$0 for your generic drug prescription

“For All The Bright Reasons”

Tagline: Always Looking Up

Encouraging the consumer to live their healthiest life.

A close-up photograph of a hand holding a large, bright, soapy bubble. The bubble is the central focus, with its surface reflecting light and showing some internal structure. The hand is positioned behind the bubble, and the background is a soft, out-of-focus light color.

Bright Bubbles

Bright Bubbles

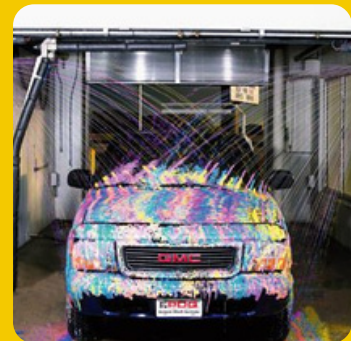
Some of our economies' hardest workers are limited on time to take care of themselves. Our gig economy workers and rideshare driver's health and safety are a part of Bright's biggest priority. So we'll treat them to a complementary carwash and providing a free wellness check-up. While they wait for their car to get cleaned, they'll receive a wellness check-up and an opportunity to learn more about Bright HealthCare Plans

Bright Bubbles Mood Board



The Experience

As gig economy workers arrive at the event, their car will be taken for a wash and they will enter the Bright Bubbles tent. Here they will get a health checkup, speak to a Bright team member about healthcare, get a professional headshot taken, and exit with a goodie bag and more information about Bright HealthCare.



ENGAGEMENT



Enroll On-Site

Bright enrollment staff will be on the grounds taking Info for people eager to join

Sky's the Limit Photos

Participants are able to take photos with a local photographer to use for their personal social purposes and Bright HealthCare's social. The photo booth will be branded, as well as the photos they receive.



PROMOTION OF EVENT

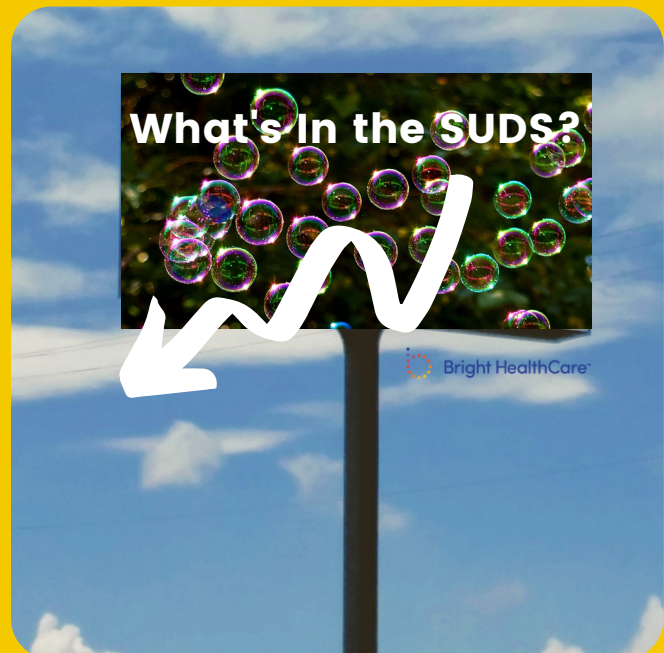


Bright Balloons

Around the event will be 10 foot tall balloon statues that will be in the shape and style of Bright's logo

It's a Sign

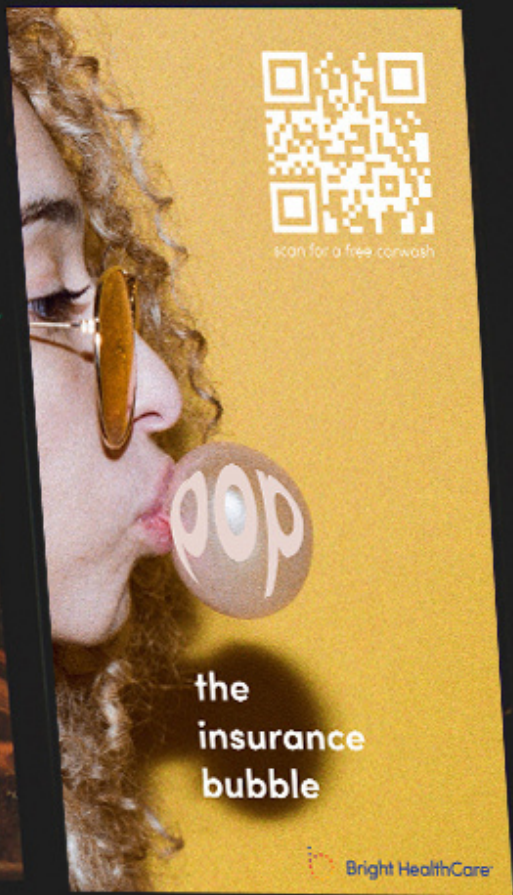
Driving consumers unfamiliar with the event will pull in when they see a towering billboard oozing with bubbles and suds pointing towards the event



PROMOTION OF EVENT

QR Code

Posting QR Codes around the urban centers of the area, specifically at bus stops, food trucks, coffee shops, and gas stations, where gig workers are most likely to congregate.



PROMOTION OF EVENT

Bus Ads Up Close




PROMOTION OF EVENT

Bright Wrap

Through the company carwrap city, Bright would be able to wrap uber/lyft cars with their own wrap, advertising the event in each individual city while paying the gig economy workers that bright wants to help.

POP

the
insurance
bubble

 Bright HealthCare[®]

PROMOTION OF EVENT



POP
the insurance bubble

scan for a free carwash

Bright

Hyper-Targeted Digital Ads

Potential consumers previously narrowed down by our strategy team and bright's previous research will be targetted through Facebook, Instagram, and Youtube by tracking key search words and previous clicks.

INTERNAL COLLATERAL

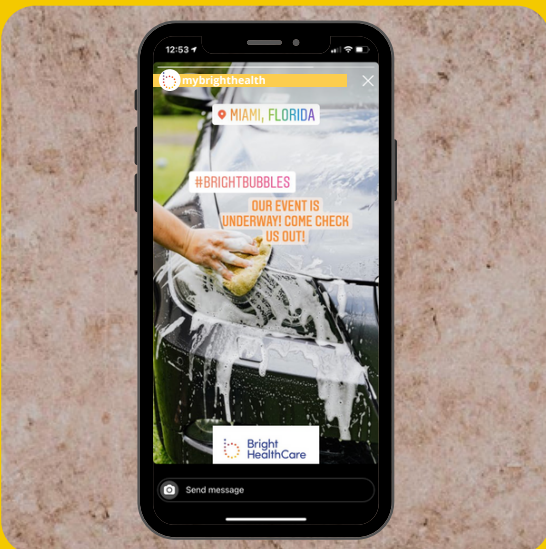


Video content

Professionally produced video content for future use.

Analytics

Customer database developed from the individuals signing up for the car wash and the wellness check up.



Social Media

Social promotion is what we do best, we'll share highlights of the event(s) on owned media channels.

Bright Bubbles PR Plan

Overview

To generate earned media and raise awareness for the Bright Bubbles car wash and wellness check event, we will invite influencers who promote and are a part of the gig economy, as well as publications that are up to date on current events.

- Invite influencers to attend Bright Bubbles to spread awareness about the event and reach our desired target audience.
- Pitch to publications and newspapers to be featured on event calendars and news stories to generate interest and coverage in our target markets

Media Contacts

Sun Sentential

Content

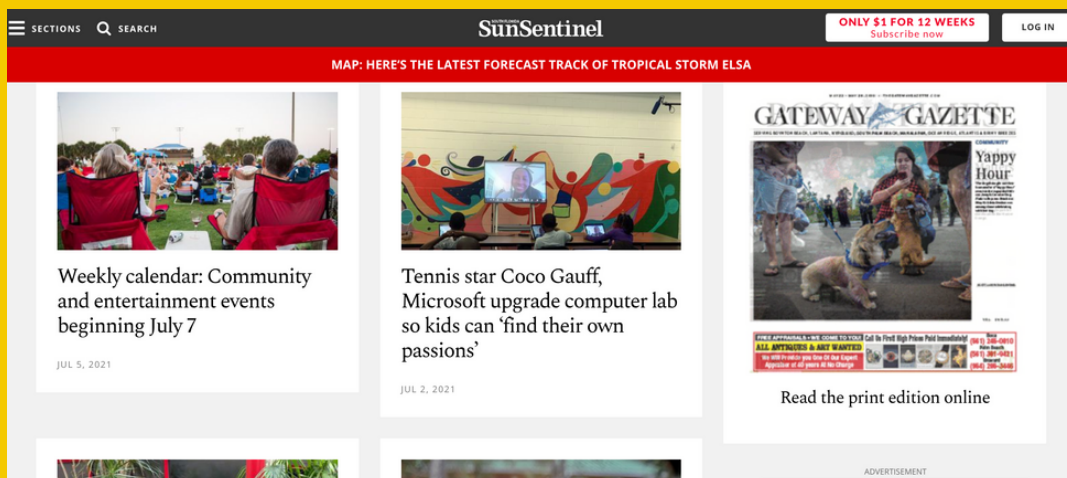
- Local News By Geographical Areas In Florida
- Weekly Event Calenders
- Featured Things To Do Section

By The Numbers:

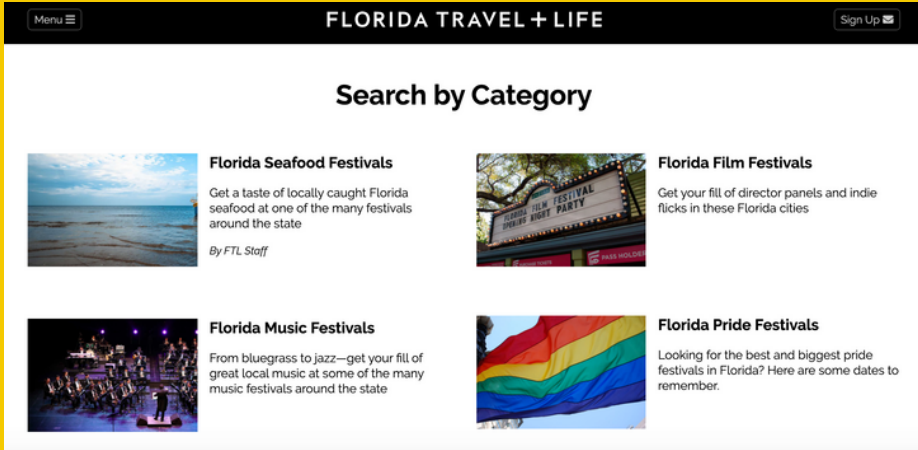
- 25,000 impressions over 5 days
- 36.3k Followers on Instagram
- 149k Likes on Facebook
- 275.9k Followers on Twitter

Contact: Cindy Kirshcher Goodman

- Email: cgoodman@sunsentinel.com
- Twitter: [@cindykgoodman](https://twitter.com/cindykgoodman)



Bright Bubbles PR Plan



Florida Travel + Life Content

- Weekly Event Calendars
- Featured Events Section
- Specializes In Events, Festivals, And Celebrations Around Florida

By The Numbers:

- 4.3k Followers On Instagram
- 46.5k Likes On Facebook

Contact: Steve Spears

- LinkedIn:
<https://www.linkedin.com/in/steve-spears-8624217>

UNATION Content

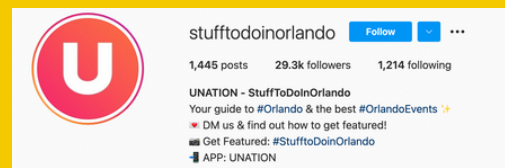
- Articles from the Stuff to Do City Guide hand-curated by the UNATION team.
- Featured Top Events Section
- Featured Event Promotion

By The Numbers (UNATION)

- 2k Followers On Instagram
- 10k Likes On Facebook
- 8k Followers On Twitter

Contact: All Florida Locations

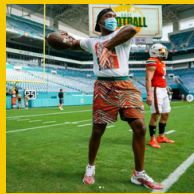
- Instagrams: @stufftodoinjacksonville; @stufftodoinorlando; @stufftodoinmiami; @stufftodointampabay
- Websites: unation.com/jacksonville; unation.com/orlando; unation.com/miami; unation.com/tampabay



Influencers

We will use local influencers to attract our target audience to Bright Bubbles event, as well as make them aware of the brand and of healthcare plans. Our influencers will be paid per sponsored post.

D' Eriq King
@deriqking



Info:

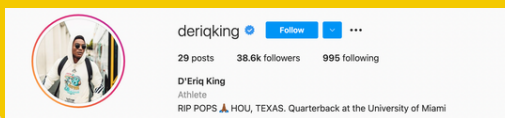
- Quarterback for the University of Miami
- 38.5K followers on Instagram
- Involved in sports and health category
- Following includes a lot of college students or soon to be graduates that will soon become part of our desired market. Audience also includes U of Miami alumni who are already in our desired age range and part of the gig economy.

Annie Vazquez
@thefashionpoet



Info:

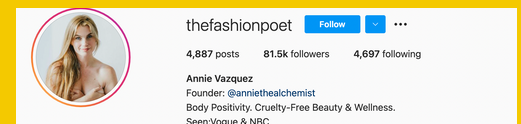
- Annie Vazquez is an award-winning blogger and journalist who has been featured in Vogue and Marie Claire.
- Her main focus is healthy eating, fashion, lifestyle and travel, and she has 83,700 Instagram followers.
- Most of her followers are young people who care about their health and want to live a fashionable life.
- She is a full time blogger and is a part of the gig economy
- <https://annievazquez.com/>



"Shining so bright, I had to put my shades on 😊"

Thank you Bright HealthCare for the check up and car wash!

#brightbubbles
#alwayslookup
#brighthousecare "



"Nothing brightens my day more than a good self care day. Thank you Bright HealthCare for cleaning up my car and for the wellness check.
#lookingbright
#brightbubbles
#alwayslookup
#brighthousecare"

Bright Bucket



The Bright Bucket is a gift that will be sent to Influencers, publications, and media contacts in return for their attendance and coverage of Bright Bubbles.

The Bright Bucket includes :

- Pail/wash bucket
- Bubbles
- Mini first aid kit
- Wash rag w/ logo
- Bucket hat saying "always look up"
- Information about Bright HealthCare
 - emphasis on benefits

Mock Pitch

Below is a mock pitch to our influencer Annie Vazquez, inviting her to attend and cover our Bright Bubbles event. This pitch will be sent to our influencers and media contacts along with a Bright Bucket to encourage attendance and news/social media coverage of the event

(SUBJECT LINE:) You've brightened our day, so let us brighten yours.

Hi Annie –

Your Instagram and blog posts about beauty, healthy living, body positivity and all things wellness are so inspiring and appreciated by many. You have helped so many people find ways to take care of their health and wellness, and we would love to do the same for you.

My name is [NAME] and I am a representative of Bright HealthCare. At Bright HealthCare, we sell individual plans through the Affordable Care Act (ACA) federal and state exchanges and Medicare Advantage plans. Our focus is to make health care more affordable and accessible, by taking out the confusion and chaos.

On [DATE] at the [carwash], Bright HealthCare will be honoring those who work in the gig economy which includes freelancers, contractors, share drivers, self-starters, and even bloggers like yourself. We will be hosting the Bright Bubbles event, where our guests will receive a complimentary car wash, wellness check-up, and of course free food, drinks, and gifts. So, look up, we are here to brighten your day!

In addition to the car wash and wellness check, there also be a chance to learn more about how Bright HealthCare is the right company for you. We will have opportunities to speak with a Bright HealthCare representative directly and even enroll on site. We want to show our guests that we will work as hard as you do to make sure your future is bright!

Please let me know if you would be interested to hear more about the Bright Bubbles event. You can contact me directly at [phone number] or via email at [email].

Bright wishes,
[name]
[phone number]
[email]

Mock Press Release

A press release will be sent out to our media contacts and publications after the event takes place for news and blog coverage of the event.



FOR IMMEDIATE RELEASE

CONTACT: [Name]
[Phone]
[email]

Bright HealthCare Hosts Bright Bubbles Car Wash And Wellness Check Extravaganza

MIAMI, Florida, October 8, 2021- On Friday October 8, Bright HealthCare hosted their first Bright Bubbles - To Keep Our Motors Running car wash and wellness check event. As participants brought in their car for a fast paced high pressure wash and professional vacuuming performed by a local car wash company, Bright HealthCare provided wellness checkups for participants while they waited for their car to shine like new.

The wellness checks were administered by in-network providers under Bright, that way participants could revisit and sign up with that provider in the future through Bright. During these wellness checks participants were informed about Bright Health Care and how they are transforming the health care process for everyday workers who may not have the option of traditional health insurance through their employment. Bright made it clear that they are there to make the Health Care process go as smoothly as possible.

“Working in the festival industry, my job isn’t a normal nine to five, so I have always struggled to find affordable, easy to navigate health care”, said Jane Doe, a Bright Bubbles attendee. “I can’t believe Bright was able to find a plan that covers all my needs without breaking the bank.”

With this being the first Bright Bubbles Car Wash and Wellness Check Extravaganza event, there will be following pop-up events around Florida this month. All dates and locations can be found on Bright HealthCare’s website and social media.

About Bright HealthCare: At Bright HealthCare, we use smart tools and technology to simplify health insurance for all of us. Our goal is to take the confusion and chaos out of the process and build benefit-packed plans that still deliver surprisingly low rates, so you can focus on staying happy and healthy...and paying less for your healthcare.

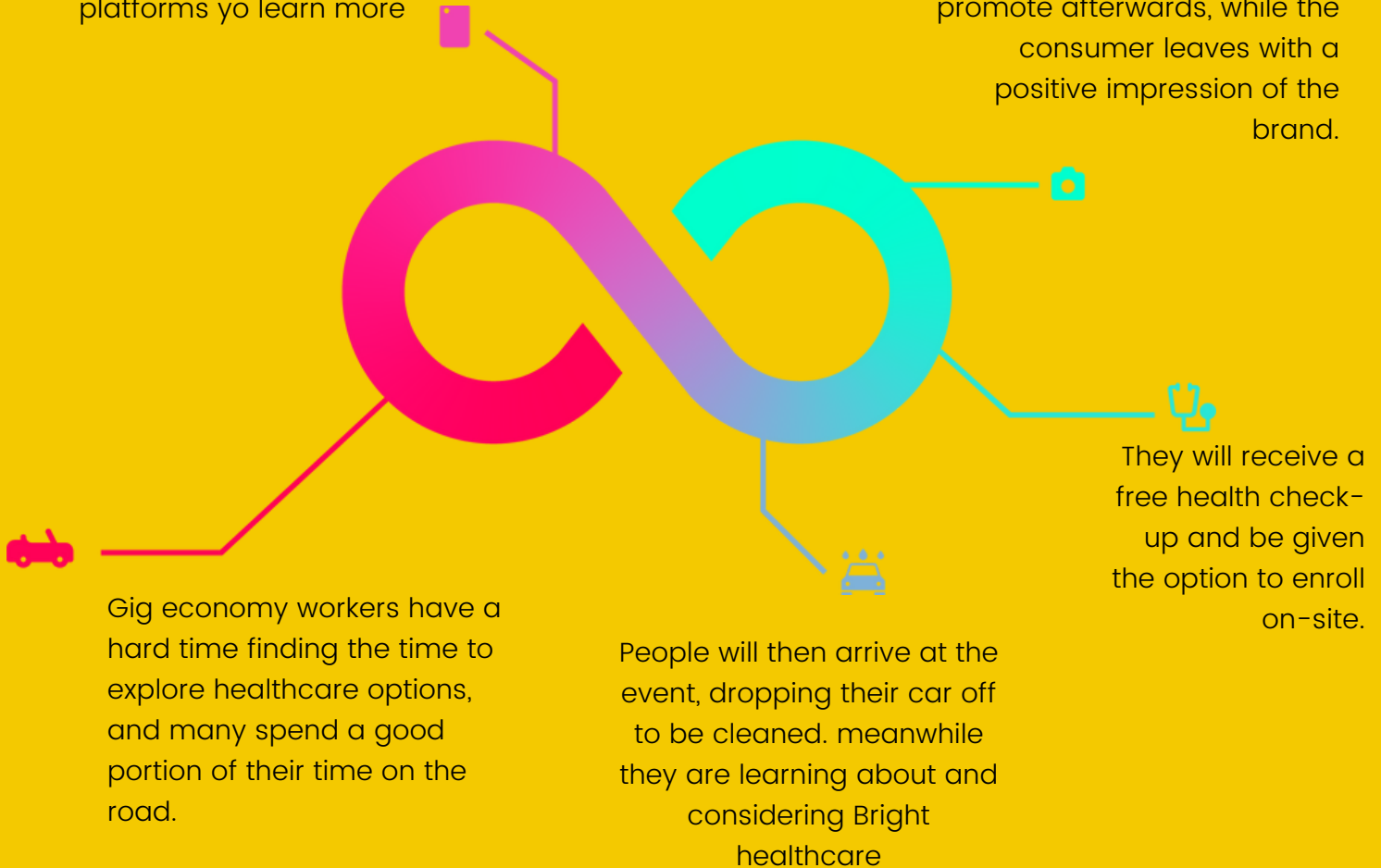
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Consumer Journey Map

- Awareness
- Consideration
- Decision

People are exposed to the event by Bright's out of home and online media placement promoting the event. consumers follow us on social platforms yo learn more

Bright will take photographs and video documentation throughout the event, giving us a steady stream of content to promote afterwards, while the consumer leaves with a positive impression of the brand.



Bright Bubbles

Geographic Targets

Fort Lauderdale, FL

Reason:

- 18.2% under 65 and don't have health insurance
- 16.1% in non-employer relationships

Palm Beach, FL

Reason:

- 16.3% under 65 and don't have health insurance

Miami, FL

Reason:

- 23.2% under 65 and don't have health insurance
- 16.1% in non-employer relationships

Executions for all markets: Experiential, OOH, Digital, Partnership, Social

Bright Bubbles Budget

Itemized Breakdown for a Five Month Campaign			
Platform	Vehicle	Total Cost	Impressions
Digital	SEO	\$15,000.00	
	Facebook	\$18,981	2,640,000
	Instagram	\$14,760	1,451,097
	YouTube	\$9,432	1,845,099
	Twitter	\$23,529	1,809,900
Partnership	Influencers		
	Annie: \$300/ post x3	\$900	
	D'Eriq: \$500/ post x3	\$1,500	
	Media Kit (5 total)	\$240	
OOH	Car Wrap (one-time cost)	\$3,500	
	Billboard	\$37,500	
Event	Car Wash Rental	\$369,360	
	Tent, Chairs, Banners, Balloon Statue, QR Code + Stand, Medical equipment (one-time cost)	\$5,211	
	Medical Supplies	\$10,800	
	Photographer (2hours) per location	\$3,600	
	Videographer (2 hours) per location	\$1,800	
	Photobooth Backdrop (one-time cost)	\$88	
	Goodie Bags	\$21,600.00	
	Contingency	\$26,890	
Total Cost		\$564,691.00	

Bright Bubbles Timeline

Who we are Targeting	All Markets				Palm Beach				Fort Lauderdale				Miami				All Markets			
Month	September (Prior)				October				November				December				January (Post)			
Week	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Experiential																				
Car Wash + Health Check-up																				
Photography																				
Videography																				
Goodie Bags																				
OOH																				
Car Wrap																				
Billboard																				
Partnership																				
Florida Travel + Life Publication																				
Sunsentinal Publication + Unation																				
Influencer D'eriq King																				
Influencer Annie Vasquez																				
Media Kit																				
Social																				
Facebook																				
Insta																				
YouTube																				
Twitter																				

The Bright Bubbles timeline encompasses a five-month period. The first month serves to introduce the event through all social media vehicles and publications. The following three months focus on each of the cities and will host free car washes for the first three weekends (Friday and Saturday) of each market. After participants get their wellness check they will receive goodie bags. There will also be social media posts occurring weekly and Influencers will post in the cities that they will potentially garner the most attention in. There will be billboards set at each market during each month and a Bright Health car wrap driving around the cities promoting the events. To conclude, the fifth month will recap all of the events and Bright Health's total impact on all social media vehicles.



***#BrightenUp
Miami***

#BrightenUpMiami

Featuring well-known Miami artists who are no strangers to the gig economy themselves, this colorful and unique pop-up centered around always looking up will keep the consumer entertained, and also informed about Bright HealthCare. By implementing designs and exhibits with a Miami flair that keeps consumers always looking up, they will experience an art-filled day and learn about the benefits and steps to enroll with Bright HealthCare, in a fun and interactive way.

#BrightenUpMiami Mood Board



LOCAL MIAMI ARTISTS



Jen Stark

Miami Native is known for brightly colored art and cloud like structures



Jessy Nite

Contemporary Miami Artist is known for outdoor art installations and text art that can be used to inform

PROMOTIONAL IDEAS

Execution



Sidewalk Mural Art located on different Beach boardwalks. Fort Lauderdale, Daytona, Hollywood leading back to pop-up



Street Art Mural outside the Pop-Up in Miami showing all walks of like about Bright HealthCare without going in the pop-up



Easy as 1,2,3

Steps located inside the Pop-up that will introduce the steps to enroll in a Bright HealthCare plan

ART INSTALLATIONS INSIDE



Untangle Yourself

The art inside the pop-up will focus on being on the ceiling encouraging everyone to always look up.



Free Your Mind

Art can also show different things in the sky that people always look up at.



Local artists compete to install their QR code creation as the "finale" of the show. When scanned it takes you to a custom landing page; Acts as promo for the event, includes posting previews of the artwork on social media.

ART INSTALLATIONS INSIDE (CONT.)



Light Therapy

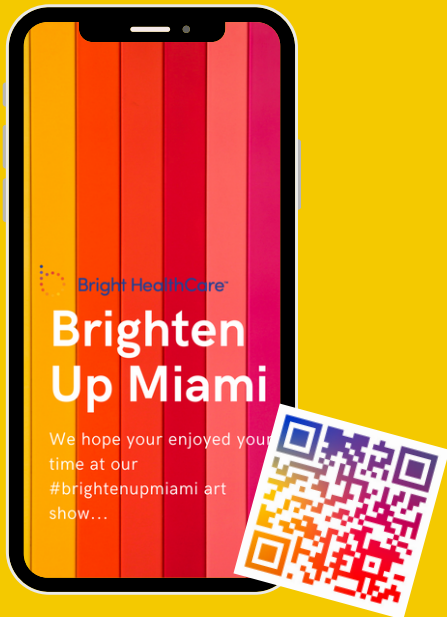
The Light Therapy will tie in the overarching theme of health, wellness, and our brand, Bright HealthCare. Ceiling light therapy can encourage pop-up attendees to lay on the floor, look up, and reduce stress and anxiety.

#BrightenUpMiami

Social & PR Promotion



Before leaving the event, attendees will be asked to enter their email for a chance to win a private art class with one of the featured artists and to learn more about enrolling in a Bright HealthCare plan



Interactive landing page from "QR code art contest": Information about local artists, event, and Bright HealthCare



Our featured artists will act as influencers with social postings, IG live and sneak peaks of art leading up to the event

#BrightenUpMiami Digital Promotion



Leading up to the event, Bright HealthCare will host talks on Clubhouse with the two Miami artists. This gives the larger community a chance to get to know the artists, about the event, and Bright HealthCare.



Instagram Live can also be used while the event is being set up to show the community what is going on. The artists can be setting up their exhibits at the pop-up and explaining the connection to always looking up.



Bright HealthCare can use photos and videos from the pop-up and leading up to the pop-up for their own media purposes. Allowing #BrightenUpMiami to live on through social postings on their own platforms and encouraging customers to continue always looking up.

#BrightenUpMiami PR Plan

Overview

To create buzz about the #BrightenUpMiami event and generate earned media, we will invite Florida-based influencers and publications.

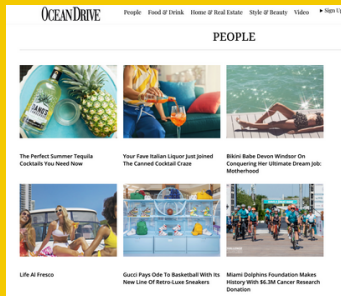
- **Invite influencers to attend event and post about it**

We are going to invite the influencers and journalists to post the information before the event, during the event and after the event. We will send gifts and brand materials as well as a formal invitation email to them.

- **Send a press release to media contacts**

We will send a press release and the event photos to our media contacts and give them a reference for preparing the contents

Publications



Ocean Drive Magazine

Content:

- Weekly Event Calendars
- "Most Popular" Section
- Culture/lifestyle Section
- Featured Events Section
- 160K followers on Instagram
- More than 500 likes per post



Florida Travel + Life

Content:

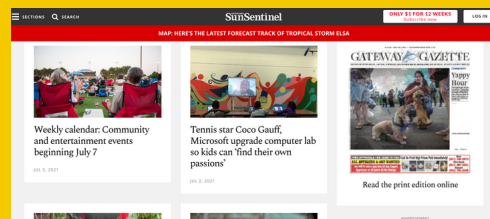
- Weekly Event Calendars
- Art event Section
- Healthcare Section
- Featured Events Section
- Specializes In Events and Festivals Around Florida



Miami Today

Content:

- Weekly Event Calendars
- Art&Culture Section
- Healthcare Section
- Front page of the newspaper
- Covers all categories of events and news
- More than 24.5k followers on Facebook



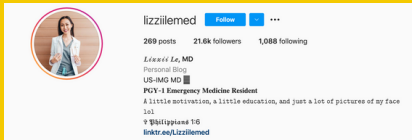
SunSentinel.com

Content:

- Local News By Geographic Areas In Florida
- Weekly Event Calendars
- Featured Things To Do Section
- Lifestyle and art section

Influencers

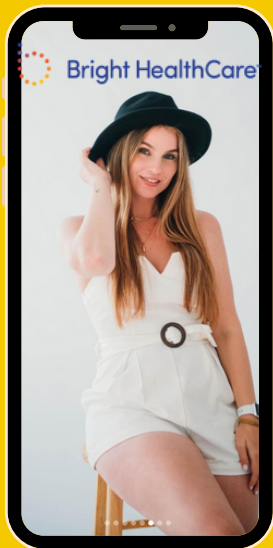
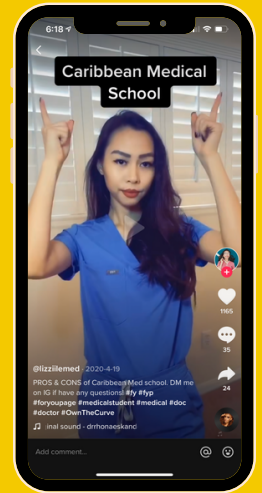
We will use local influencers to attract our target audience to the #BrightenUpMiami, as well as make them aware of the brand and of healthcare plans. Our influencers will be paid per sponsored post.



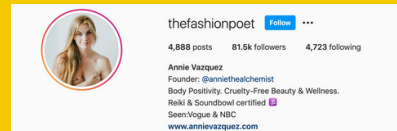
Lizzii Le @lizziilemed

- Florida-based doctor and blogger
- Followers- TikTok: 53.4K Instagram: 21.5K
- Gives tips on health and wellness
- Following includes lots of gig economy workers

"Finding the right healthcare plan just got a lot easier with #brighthouse"



"Such an amazing art pop-up hosted by Bright HealthCare. They really know how to #BrightenUpMiami #brighthouse"



Annie Vazquez @thefashionpoet

- Award-winning blogger and journalist who has been featured in Vogue and Marie Claire.
- Her focus is on wellness, travel, and lifestyle.
- Over 83K followers
- Most of her followers are in our age target range

Bright Canvas Tote Bags



The Bright Canvas Tote bags are a gift that will be sent to influencers, publications, and media contacts in return for their attendance and coverage of #BrightenUpMiami.

Inside the tote bag:

- Media materials (Bright HealthCare pamphlet and a summary of the event.)
- Postcard of the event featuring designs by the local artists
- Branded notebook and pen

Mock Pitch

A mock pitch that would be sent to one of our influencers, Annie Vazquez, inviting her to attend #BrightenUpMiami

[SUBJECT LINE] Let us brighten up your day!

Hi Annie –

After taking a look at your Instagram and the recent yoga events you have hosted, I thought you might be interested in an art pop-up happening in Miami next month.

My name is [name] and I am contacting you on behalf of Bright HealthCare. Bright HealthCare is a health insurance company dedicated to providing customers with the best possible healthcare at the best possible price. We do so by working hand-in-hand with Care Partners, which include a carefully curated network of doctors, clinics, and hospitals.

On [date] at [museum] Bright HealthCare will be celebrating the launch of a new campaign and the start of open enrollment season by putting on an art pop-up in Miami. The art exhibit will feature ceiling installations that encourage visitors to always look up, colorful murals, and more all by local Florida artists. The event will provide many photo opportunities and will include the hashtag #BrightenUpMiami to go with every event post.

In addition to the bright art installations, there will also be a chance to learn more about the benefits of Bright HealthCare and what sets us apart from other healthcare companies. We will have people at the exhibit to answer any questions and provide further information on Bright HealthCare as well as an installation in the form of a QR code that takes you to a landing page providing more information on the event and Bright HealthCare.

Please let me know if you would be interested to hear more about #BrightenUpMiami. You can contact me directly at [phone number] or via email at [email].

Stay Bright,
[name]
[phone]
[email]

Mock Press Release

For coverage of #BrightenUpMiami event



FOR IMMEDIATE RELEASE

CONTACT: [name]
[phone]
[email]

Bright HealthCare is always looking up with Miami-based art pop-up.

MIAMI, Florida, July 5, 2021 – Bright HealthCare, the Minnesota-based health insurance company known for improving your healthcare experience while also saving your money, is having an art pop-up exhibit in Miami to celebrate the launch of its new “Always Looking Up” campaign and to kick off open-enrollment season. The exhibit is set to start in early September and it will feature the artwork of local Miami artists.

The #BrightenUpMiami art pop-up will feature colorful exhibits and ceiling installations encouraging visitors to “always look up” as well as artwork showcasing the simplicity of finding healthcare with Bright HealthCare. A mural will also be showcased outside of the art pop-up to engage crowds even before they get to the exhibit. The impact of the art pop-up will expand to different Florida cities with sidewalk art that will be featured in select cities near Miami.

The Miami pop-up’s unique and bright art installations will showcase the positive experience brought by Bright HealthCare to its customers and encourage people looking for healthcare to enjoy the process. The installations will provide many photo opportunities for visitors and a chance to show it off on social media along with the hashtag #BrightenUpMiami.

In addition to the colorful and very photogenic art, the #BrightenUpMiami art exhibit will showcase all of the benefits that Bright HealthCare has to offer, including the easy steps required to enroll in a healthcare plan, the benefits it will bring to your day-to-day life, and how it will save you money. |

ABOUT BRIGHT HEALTHCARE: Bright Healthcare is a health insurance company based in Minneapolis, Minnesota who works hand-in-hand with Care Partners – a carefully curated network of doctors, clinics and hospitals – to provide the best healthcare at the best possible price. For further information, visit <https://brighthealthcare.com/>

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#BrightenUpMiami Media Plan

Paid Social:

We would suggest that we use our budget to invest in our paid socials to further boost the event.

Influencer Paid-Partnerships:

We will pay our influencers to post before and during the event, encouraging attendance, and after the event as well, to promote enrollment. We have also allotted enough budget for boosting the artists' posts showing off their work and promoting the event.

SEO:

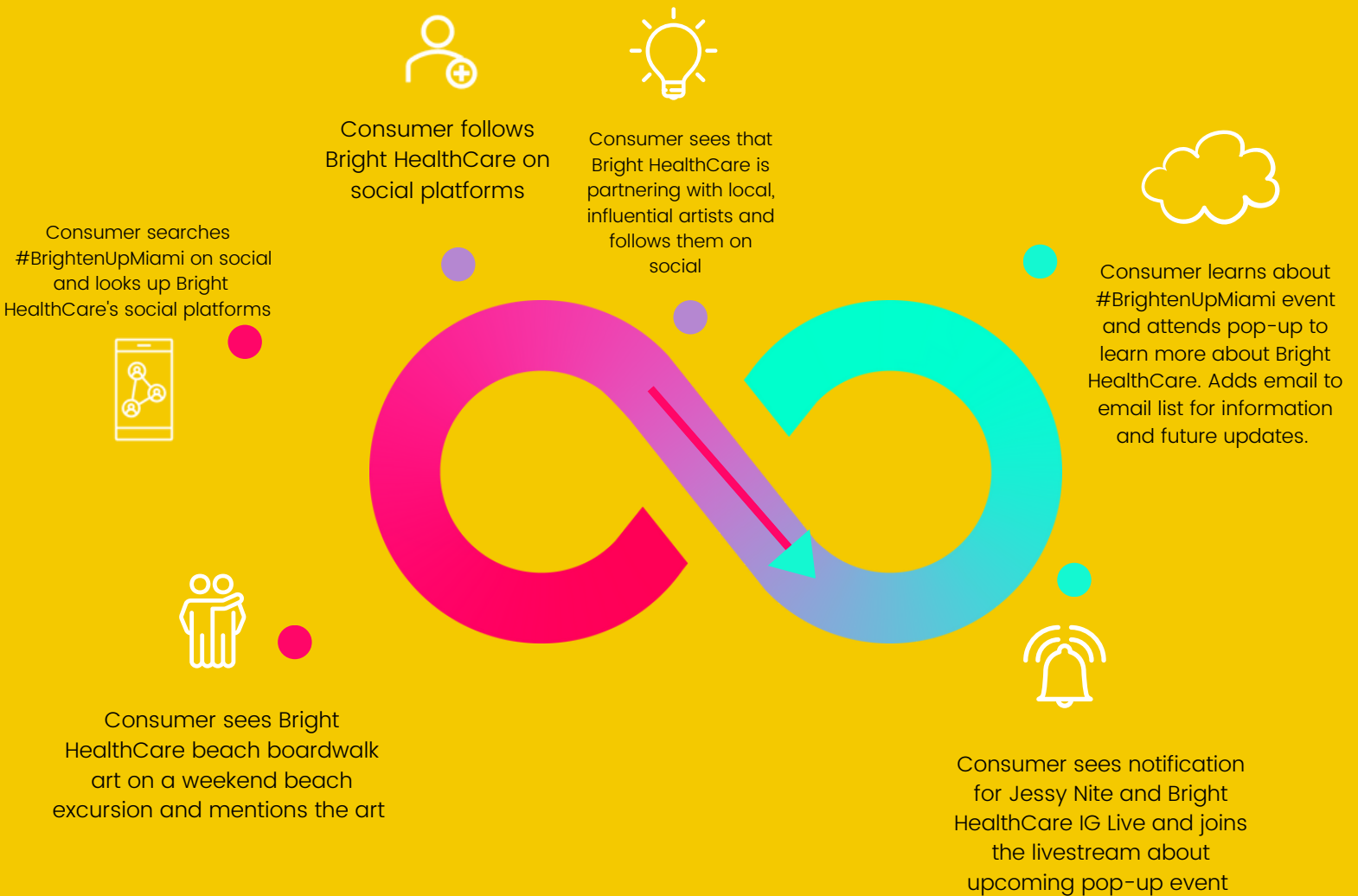
By paying for SEO, we will increase the chances of potential customers learning more about Bright Health when they search anything regarding free events in the Miami area.



#BrightenUpMiami

Consumer Journey Map

- Awareness
- Consideration
- Decision



Brighten Up Miami Timeline

Month	August (prior)				September				October				November (post)			
Week	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Experiential																
Pop-up																
Private Art Class																
Tote Bag																
Partnership																
Ocean Drive Magazine																
Miami Today																
Florida Travel + Life																
SunSentinel																
Influencers																
Lizzii Le, MD																
Annie Vazquez																
Promotional																
Influencer Pitches																
Press Release																
Social																
Instagram																
Facebook																
Twitter																
Clubhouse																

The Brighten Up Miami timeline accounts for 4 months (a month leading up to the event and a month after). The pop-up and tote bag goodies will run through the duration of the event and the art class will proceed once the event is over. Partnership posts will happen weekly and rotate through each of our partners. Our influencers will post during the event and the rest of our socials will run through the 4 month timeline

The month leading up to the event should be filled with social posts promoting it. This will include paid socials, influencer postings, and the partnership announcing the event in their weekly calendars.



Recommendation

Our Recommendation

Our agency recommends pursuing #BrightenUpMiami. With its eccentric energy and endlessly imaginative, yet feasible, possibilities, #BrightenUpMiami would turn the head of freelancers and gig-economy workers and drive Bright HealthCare's Enrollment during the next enrollment period beyond the horizon.



***The Future
Is Bright***

Thank you!