

client case study:



A multinational, Employer-targeted Health & Wellness program seeking to establish informed brand awareness, differentiation, and activation benchmarks in the US marketplace.

challenge:

Establish activation channel opportunities and ROI baselines for B2B marketing activation in the US, while generating qualified leads for the sales force in the short term; at the same time, establish a US-relevant brand message and product knowledge base for longer term lead cultivation and future program planning.

obstacle:

Low US awareness coupled with marketplace confusion and general change-aversion with the emergence of new regulatory requirements in the health care space, notably the Affordable Care Act; challenging economic realities; perceived category parity.

solution:

A highly targeted, high efficiency digital marketing program featuring multiple channels, a variety of messaging components and response mechanisms, delivered in the form of a bold, engaging, inspiring, and differentiating, branded campaign. Backed by robust reporting to satisfy a data-driven client culture and inform ongoing, continuous optimization.



Social Media: Frequent news and category information updates, campaign-themed graphics.



Targeted Email: Customized emails to Vitality's prospect database and to quality HR industry lists accessed through HR media negotiation.



LinkedIn: Premium Display, InMail, Sponsored Updates coordinated to engage target segments and support sales force activity in this channel.



Google: Adwords and Remarketing campaigns based on Discovery, yielding highly efficient Search and Managed Display programs.



Vitality Websites: Dedicated campaign landing pages and microsites created on a separate domain and linked to Vitality's various web properties. thevitalitygroup.com powerofvitality.com thevitalityinstitute.org vitalityforachange.com



HR Industry Media: Mix of site ads, negotiated home page takeovers, and relevant e-newsletter segments.



- Stories are told from the employer perspective as well as member experiences.
- Campaign includes actual client and member testimonials.
- Display ads delivered via highly targeted digital media draw the user in for more of the story, to access special content, and to connect with Vitality.