

DELTA DENTAL OF MINNESOTA

Problem

How do you drive consumers online to engage with a brand and increase dental plan sales?

Solution

Use OOH formats to drive traffic to online resources and connect consumers with each other and the brand.

Background

Historically, Delta Dental of Minnesota had not promoted their individual and family dental plans. Their cocentration has been on the B2B portion of their offerings.

Enacted in 2014, the Affordable Care Act created a critical need to increase awareness and drive sales of individual and family plans with the increased responsibility for consumers to select their healthcare options in Minnesota.

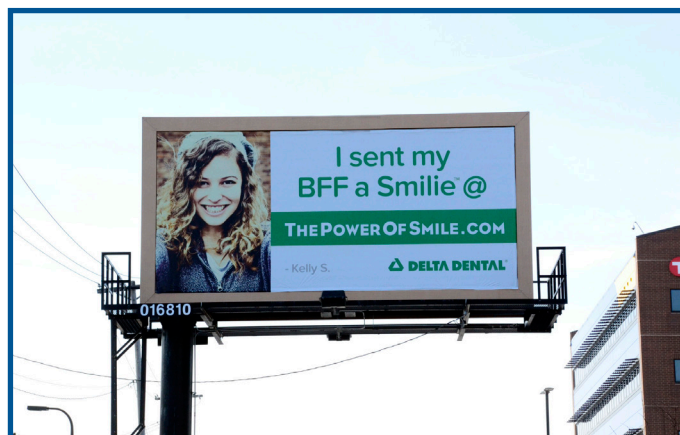
Objectives

- Increase sales of Delta Dental of Minnesota by driving consumers to their website to browse individual and family dental plans.
- Develop a way for consumers to engage with the brand creating happiness and goodwill.
- Halo effect of brand advertising for Delta Dental of Minnesota members and potential MNSURE exchange buyers.
- Generate buzz and excitement with the event strategy using street teams at State High School Sports Tournaments.

Strategy

The campaign's target audience was women ages 25-49, first time insurance buyers in their 20's – 30's, and retirees.

The campaign was developed to drive consumers to ThePowerOfSmile.com to engage with the brand by sending a Smilie™. This microsite exposes consumers to products offered by Delta Dental of Minnesota but prudently guides them to the easy steps to making someone's day by sending them a Smilie™. The user enters their e-mail address and the recipients e-mail address, a message to the recipient and uploads their picture. The photo and message are displayed on Delta Dental of Minnesota's website and select images are posted to Delta Dental of Minnesota's Facebook page and featured on digital boards throughout the Minneapolis/St. Paul metro area.



Event marketing was also incorporated into the plan to generate buzz and excitement to reach high concentration of the target audience. Delta Dental of Minnesota's street teams were on location handing out toothbrushes, gift cards, and capturing photos. The events garnered exposure among family crowds at the State High School Boys' Hockey and Basketball Tournaments. During these events the creative changed to display the campaign hashtag, #ThePowerofSmile, allowing the campaign to go viral. On tournament days, photos were seamlessly delivered to digital bulletins in close proximity of the venue and fans were able to see their photos appear within minutes.

As soon as the tweet of Instagram post was received and moderated, a pre-approved thank you note from Delta Dental of Minnesota was posted back to the consumer thanking them for their participation.

The consumer was re-engaged when a webcam photo of their posted photo was posted back to them with another personal message from Delta Dental - "Ever wonder what your smile would look like on a billboard? Wonder no more..."

Plan Details

Market: Minneapolis/St. Paul, MN

Flight Dates: 12 Week campaign: Q1-Q2 2015

OOH Formats:

- o Digital Bulletin Network: 30 weekly TRPS (2014 digital measurement) flighted for eight two-week flights plus two State High School Sports Tournament weeks providers of dental health benefits in the Upper Midwest.
- o Posters: 75 Weekly TRPs for 12 weeks
- o 3 wrapped Bus Kings for 12 weeks
- o 3 Metro Mobility back wraps for 12 weeks
- o Media company's Social Connect for moderation and engagement throughout the campaign
- o The digital locations were strategically selected considering the target audience, traffic patterns to and from the Airport for Spring Break and events in the market that attracted high concentration of the W25-49
- o Rotary Bulletins: 191 weekly TRPs for 12 weeks



Results

- Web traffic for ad period in 2015 vs. 2014 to Delta Dental of Minnesota's microsite was up nearly 62%.
- 92% increase in individual and family dental plan subscriber enrollments in only 12 weeks!

"Our Out-of-Home campaign partnership with a media company delivered 156% increase in Individual and Family Dental Plan subscriber enrollments in 2014 over 2013. Additionally, our Q1 2015 delivered a 92% increase in Individual and Family Dental Plan subscriber enrollments vs. Q1 2014. We are seeing a great ROI on our investment spend!" – Tim Quinn, Chief Marketing Officer & V.P. Consumer Sales