

Be Seen Campaign

Many Native Americans rely on Indian Health Services (IHS) for medical care. But when clinics are closed, stretched too thin, or patients are far from home, getting care can be difficult and costly. Health insurance through BeWell supplements IHS benefits, expanding access to care. Most Native Americans qualify for no-cost coverage through BeWell and can enroll in a plan any time of year, making coverage through BeWell a valuable resource. However, many Native Americans remain skeptical of the health system due to historical trauma, ongoing discrimination, and lack of culturally competent care, adding to our challenge.

To ensure authentic, impactful messaging, we collaborated with community-connected voices to create a campaign that resonates, builds trust in BeWell, and highlights the importance of health insurance. Photography and video of Native Americans throughout New Mexico, captured in real life, depict joyful, honest moments, forming the foundation of the campaign. The theme, "Be Seen," acknowledges the barriers many Native people face when accessing medical care, while inviting them to use BeWell's services to get the care they need more easily.

We paired traditional channels with targeted digital tactics for maximum reach and relevance. Radio (in both English and Diné), print, and out-of-home placements appeared in areas with higher Native populations, supported by hyper-focused, geotargeted digital media throughout the day. The campaign delivered more than 17.5 million impressions, 10,000 website clicks, click-through rates 238 times industry benchmarks, over one million completed CTV views, a \$12.76 average CPM, and 30% added value across TV and radio.



Print Advertising

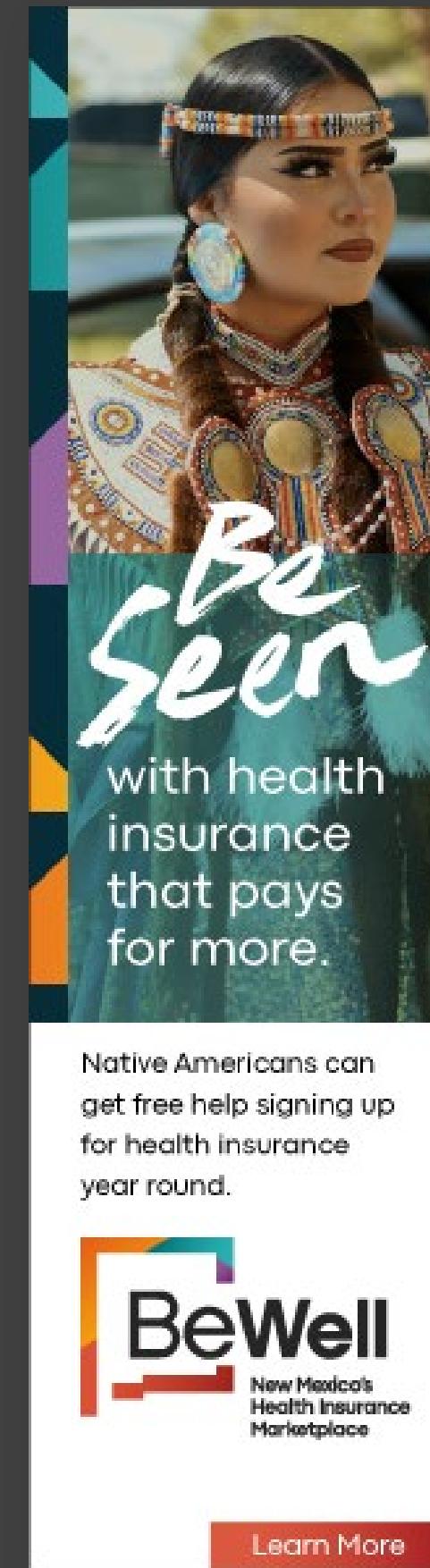
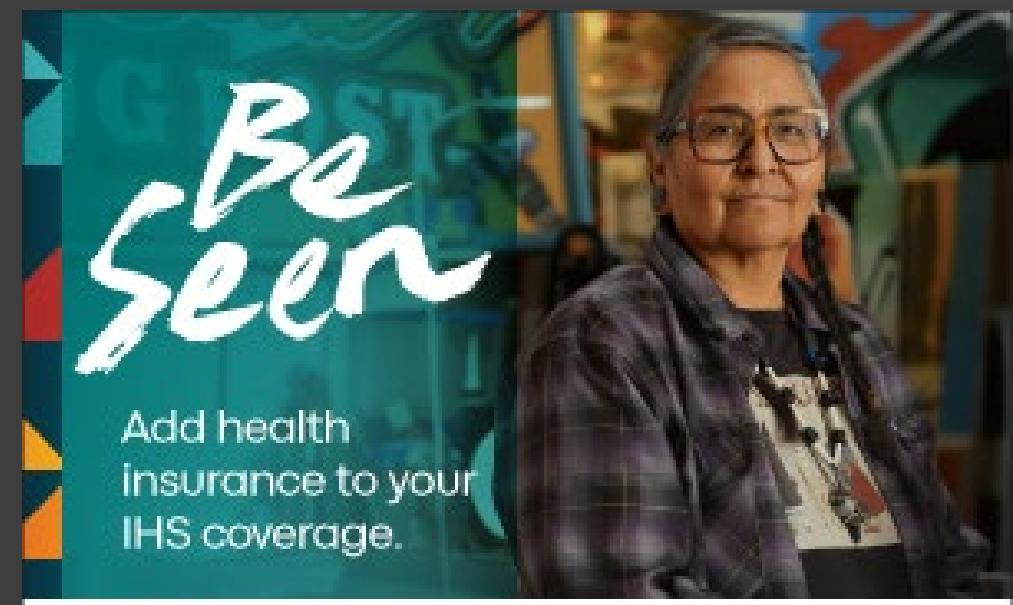


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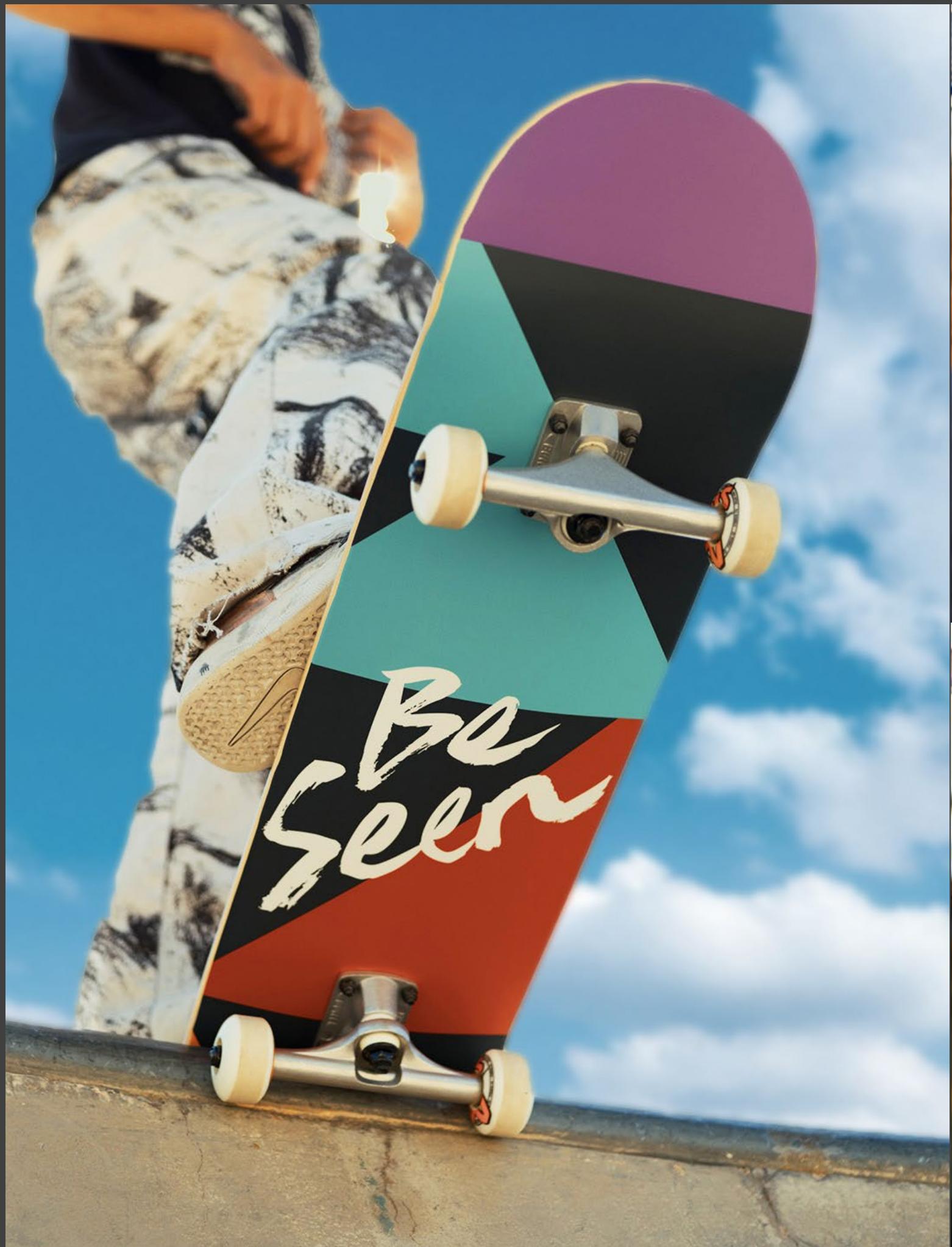
Out-Of-Home Advertising



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Authentic Lifestyle Photography