

Clearing the Confusion: Health Insurance Explained

Are you managing a chronic condition?
Tips to find a health plan that fits.

What to look for when researching and choosing a new health plan

WAYS TO SAVE ON prescription medications

Your health plan sends an EOB after every doctor's visit.
Don't ignore it. It could save you money.

Step-by-Step:
Understanding the health care claims process

Better Everyday Moments
Your one-stop-shop for resources to navigate health insurance with confidence.

Unlock 5 hidden benefits of your Employee Assistance Program.

First job First health plan
Your guide to choosing coverage with confidence

Cigna Healthcare
811,193 followers

Open Enrollment is almost here

Brush up on key health insurance terms so you can choose the right plan with confidence.

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What is Open Enrollment?
It's the time of year when you can sign up for or change your health insurance plan - no qualifying life event needed.

Know your costs
Your **premium** is what you pay to keep your plan active.
Your **deductible**, **copay**, and **coinsurance** determine how much you pay when you get care.

Choose the right plan for you
HMO plans offer lower costs but limited provider choices.
PPO plans offer more flexibility, often at a higher premium.

Ready to Dive Deeper?
Tap the link for the full article and enter open enrollment with confidence.

A Multi-Channel Social Campaign to Simplify Health Insurance and Build Consumer Trust

Campaign Overview

This campaign leveraged paid social media to address common consumer questions and points of confusion around health insurance through clear, empathetic, and data-informed content. By focusing on transparency and education, the initiative helped guide both Cigna Healthcare customers and the broader public through complex insurance topics at a moment when consumer trust in insurers remained historically low. The campaign positioned Cigna Healthcare as a helpful, credible resource within the healthcare ecosystem, supporting awareness while laying the foundation for longer-term trust and engagement.

Objectives

The primary objective was to drive awareness at scale, measured through impressions, traffic, and engagements. Secondary objectives included reducing misinformation around health insurance topics, easing consumer frustration through accessible explanations, and strengthening Cigna's reputation as a transparent and consumer-focused insurer.

Strategy & Execution

Taking a data-driven approach to topic selection, we analyzed search trends and Cigna's Call Center data to identify trending health insurance questions and areas of confusion. We then translated those insights into evergreen, educational content designed for discovery, saving and sharing. Content was distributed through a diversified paid media mix across Meta, Pinterest, and Reddit to reach distinct audiences and test how each platform performed individually and together.

The campaign ran from September through the end of 2025. Meta served as the primary awareness driver due to its broad reach and flexible geographic targeting, even amid updated industry targeting restrictions. Pinterest was used to support search-driven discovery and long-term visibility, placing educational content where users actively seek information.

Reddit was tested for its strong SEO value and community-oriented environment. Media spend was allocated across channels with flexibility to optimize based on performance throughout the campaign.

Creative assets were customized by platform to align with audience behaviors and native formats, including tailored copy, varied content types such as static imagery, animation, and carousels, and platform-specific sizing. This ensured the content felt authentic and relevant in each environment while consistently reinforcing the campaign's educational and trust-building message.

GRAPHIC DESIGN STRATEGY

Our goal was to tailor content to each platform, both visually and in the copy, to communicate authentically with each audience. On Pinterest, we prioritized short-form, animation-style videos, while on Meta and Reddit we tested carousel formats, where users tend to be more engaged with interactive, clickable content.

CAMPAIGN RESULTS/PERFORMANCE

Campaign performance across all channels included below.

 **13,238,276** impressions

 **110K** link clicks

 **13K** post engagements

 **663,485** video views

 **5.01%** video view rate

Team Recognition



Caitlin Gailey
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Lead Analyst



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