

What's the Best That Can Happen Mixed Media Campaign

BeWell, New Mexico's Health Insurance Marketplace, connects residents who don't qualify for Medicaid, Medicare, or employer-sponsored health plans to affordable, reliable coverage. Our target (freelancers, artists, service workers, early retirees, and small business owners) tends to perceive themselves as young, healthy, or too busy to worry about healthcare. "What's the worst that can happen?" is an all-too common justification.

Our strategy flipped the script on this narrative. "What's the Best That Can Happen?" challenged our audience to consider a life enhanced by health insurance that doesn't cost an arm and a leg: More peace of mind. Increased wellness. The confidence to try new things. The financial freedom to pursue passions without worrying about their health.

Authenticity was central to our creative approach. Real BeWell customers shared their stories in their own voices, bringing credibility and authenticity. A whimsical hero TV spot follows a woman hesitant to skate without coverage, then flourishing once an affordable BeWell plan gives her the courage to take risks and live fully.

A layered media strategy combined high-level awareness tactics with targeted precision. Over its four-month run, the campaign delivered an average click-thru-rate that was 350 times the industry standard and drove more than 12,000 website sessions (95% from new users), ultimately resulting in a 17% increase in enrollments.



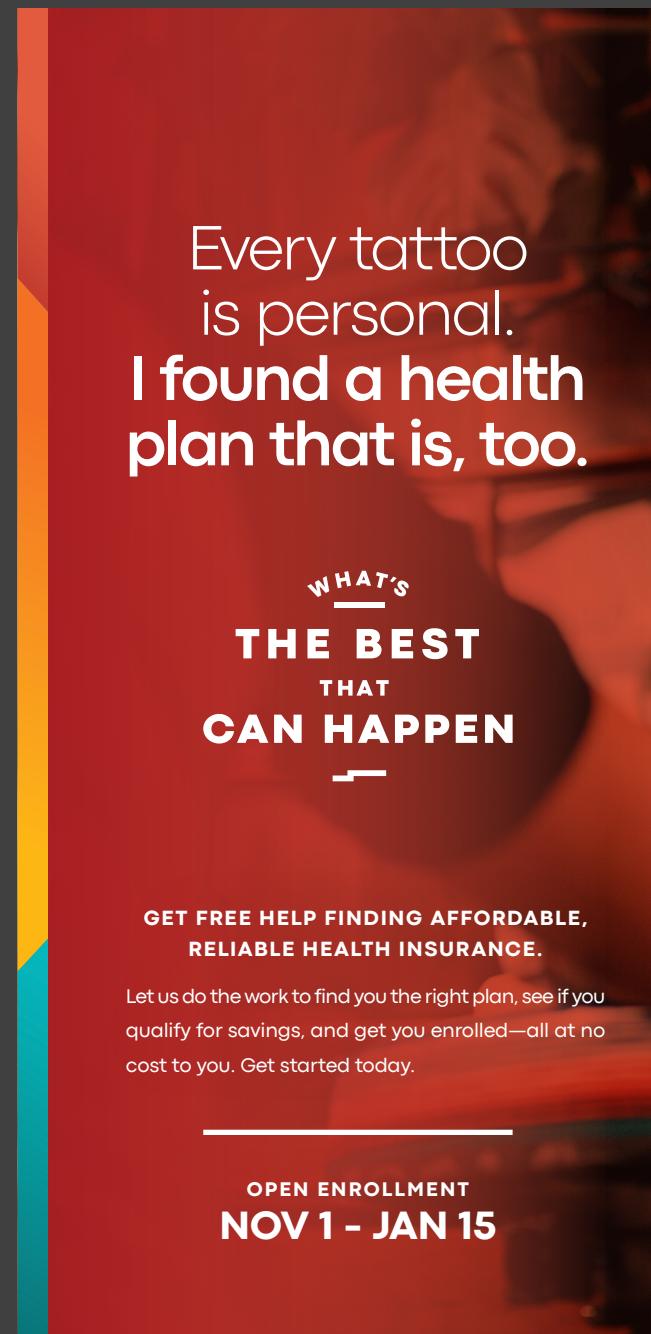
**Spend less on
health insurance.
Do more of what
you love.**

WHAT'S
THE BEST
THAT
CAN HAPPEN

FREE HELP FINDING AFFORDABLE, RELIABLE HEALTH INSURANCE.
BeWell connects you to a plan that works for your life and your wallet. Think you make too much to qualify? Think again. You could be eligible for savings that cover your monthly cost of insurance. For free help connecting to a plan, make an appointment at BeWellNm.com.

BeWell
New Mexico's
Health Insurance
Marketplace

Print Advertising

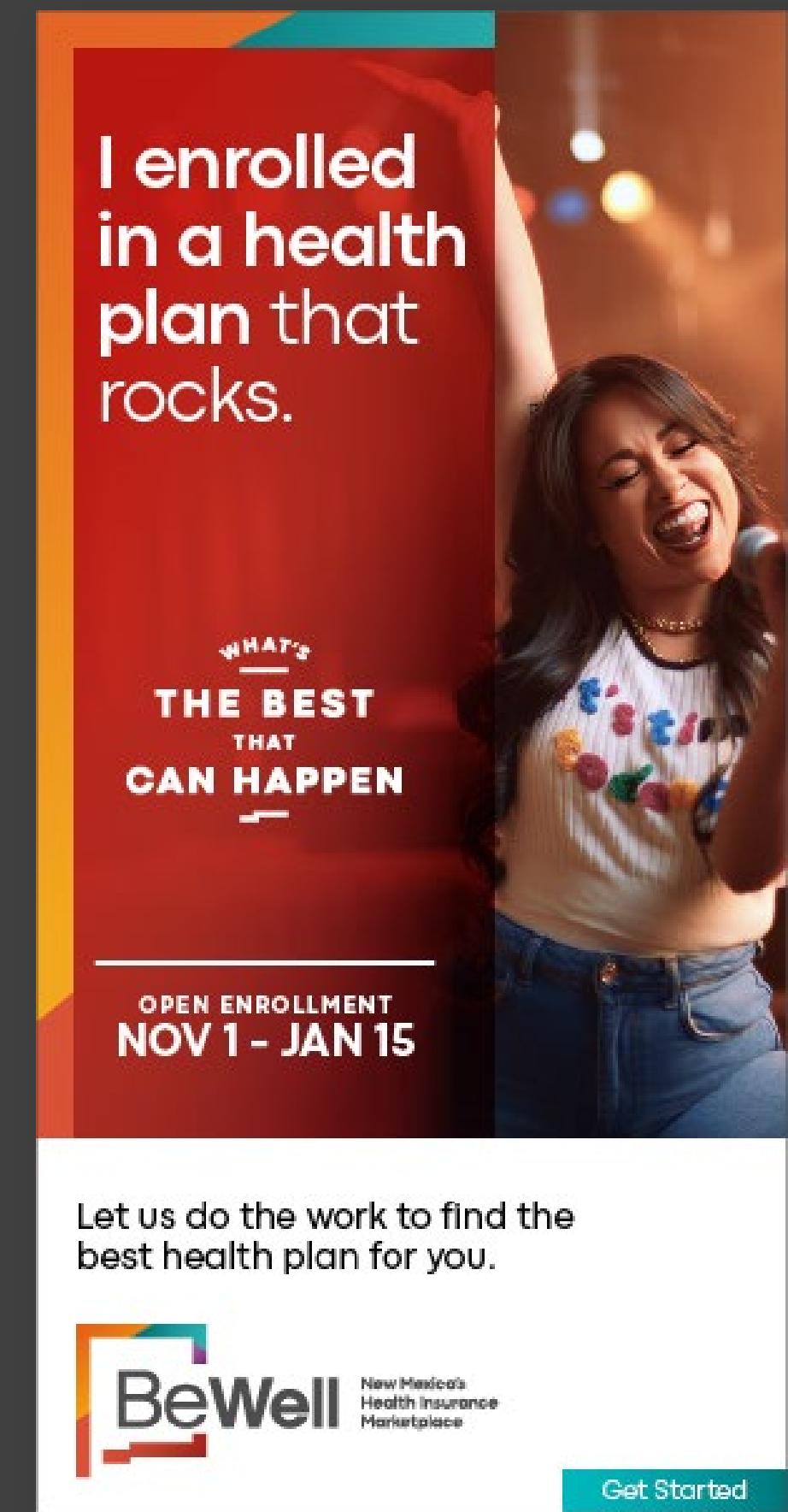
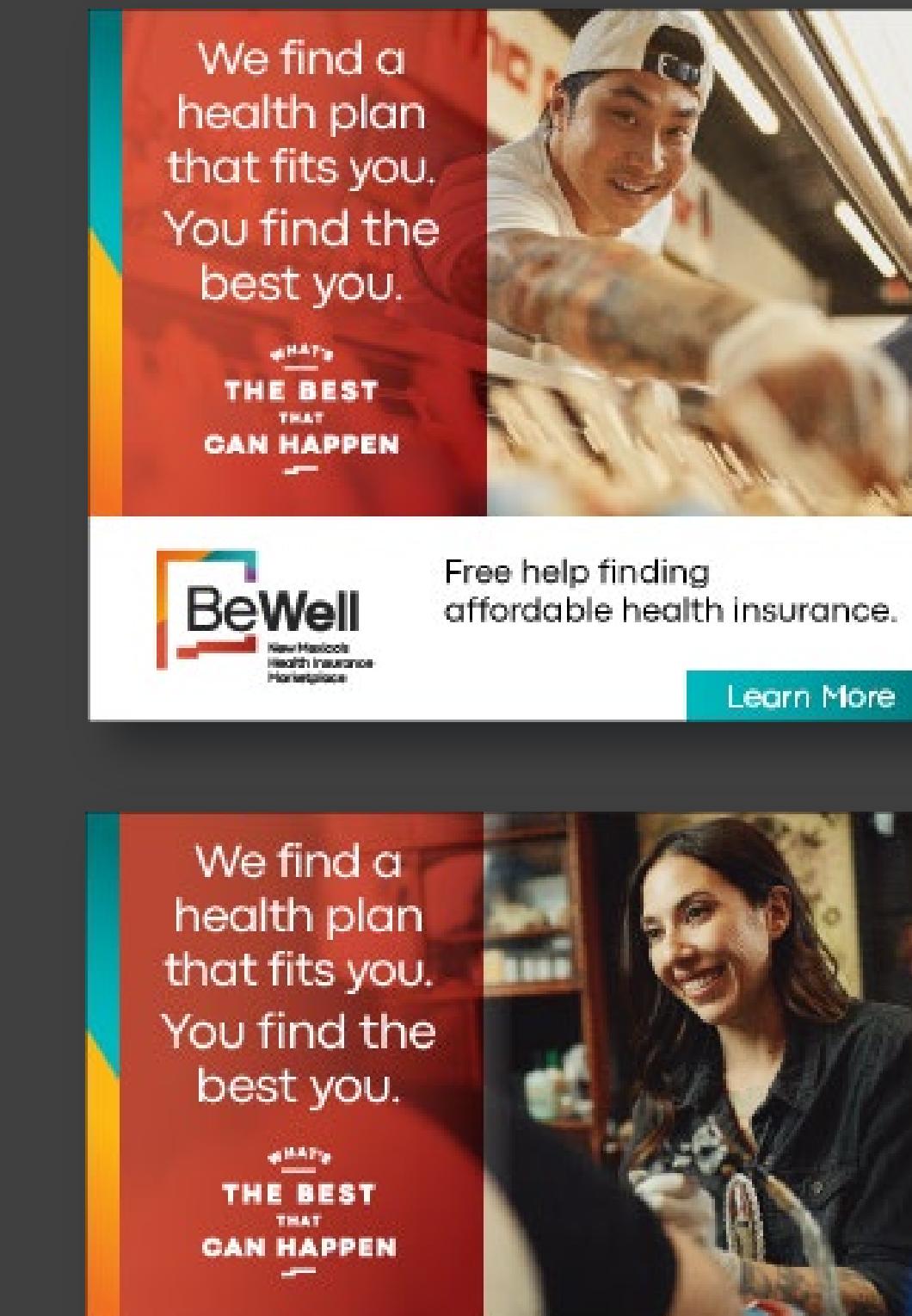
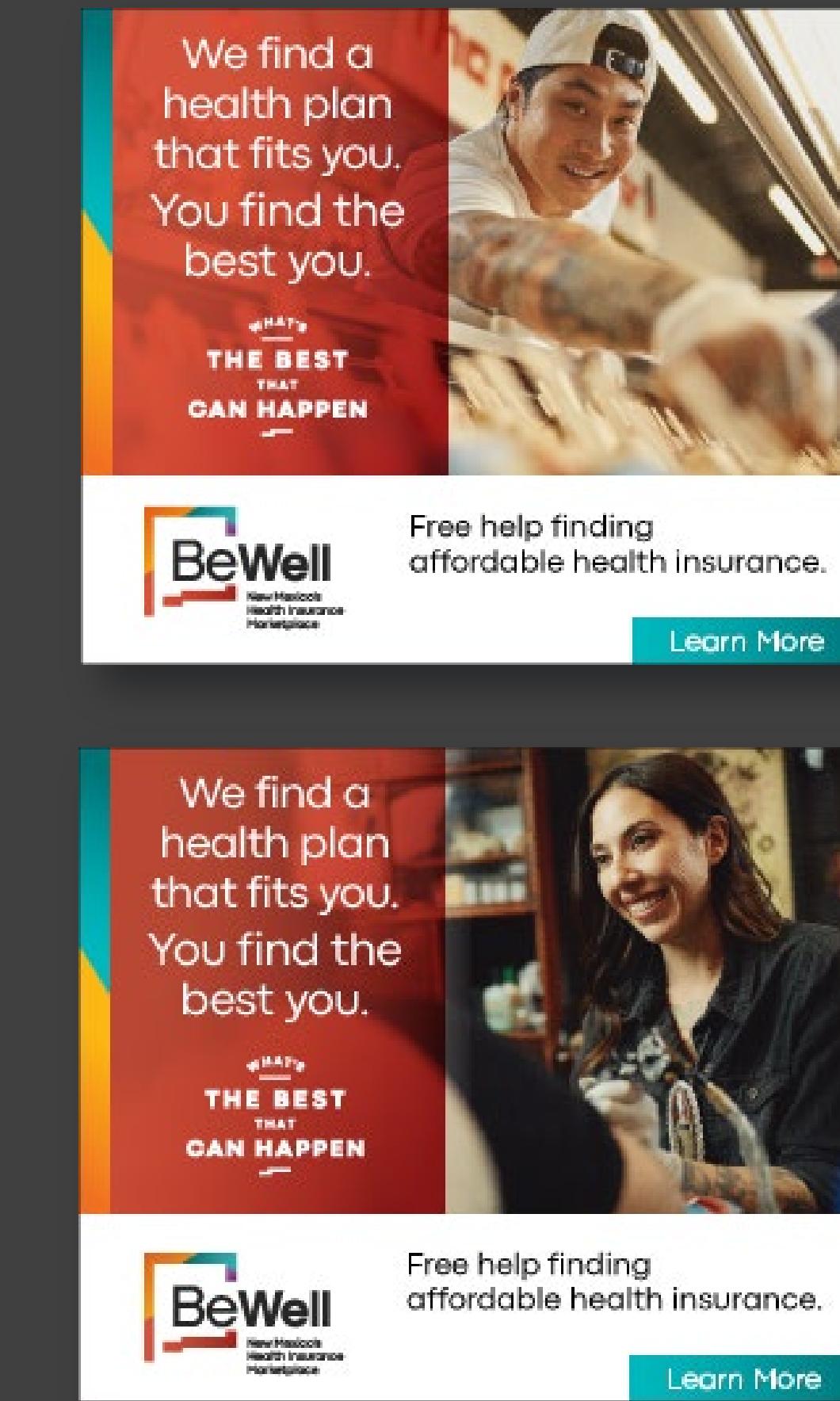


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