

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](https://www.BeWellnm.com).



Every tattoo is personal.
I found a health plan that is, too.

WHAT'S
THE BEST
THAT
CAN HAPPEN

GET FREE HELP FINDING AFFORDABLE,
RELIABLE HEALTH INSURANCE.

Let us do the work to find you the right plan, see if you qualify for savings, and get you enrolled—all at no cost to you. Get started today.

OPEN ENROLLMENT
NOV 1 - JAN 15

When I retired early, my health insurance didn't.

WHAT'S
THE BEST
THAT
CAN HAPPEN

GET FREE HELP FINDING AFFORDABLE,
RELIABLE HEALTH INSURANCE.

Let us do the work to find you a plan that fits your life and your budget, and keeps you covered. For free help, schedule an appointment with a BeWell certified assister today.

OPEN ENROLLMENT
NOV 1 - JAN 15

BeWell
New Mexico's Health Insurance Marketplace
BeWellnm.com

Print Advertising

WHAT'S
THE BEST
THAT
CAN HAPPEN

BeWell
New Mexico's Health Insurance Marketplace
Free help at BeWellnm.com

No gap in health coverage.
BeWell has my back.

OPEN ENROLLMENT
NOV 1 - JAN 15

BeWell
New Mexico's Health Insurance Marketplace
BeWellnm.com

I found a health plan that's music to my ears.

OPEN ENROLLMENT
NOV 1 - JAN 15

BeWell
New Mexico's Health Insurance Marketplace
BeWellnm.com

Out-Of-Home Advertising



Paid Social Advertising

We find a health plan that fits you. You find the best you.

WHAT'S
THE BEST
THAT
CAN HAPPEN

Free help finding affordable health insurance.

[Learn More](#)

We find a health plan that fits you. You find the best you.

WHAT'S
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CAN HAPPEN

Free help finding affordable health insurance.

[Learn More](#)

Free help finding affordable health insurance.

WHAT'S
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CAN HAPPEN

[Learn More](#)

I enrolled in a health plan that rocks.

WHAT'S
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THAT
CAN HAPPEN

OPEN ENROLLMENT
NOV 1 - JAN 15

Let us do the work to find the best health plan for you.

[Get Started](#)

Online Advertising