Bupa Christmas Campaign





Brief:

Develop a POS/Digital campaign for November/December 2015 period to acquire new Bupa Simple Start memberships, and to maintain retention of existing members in preparation for 2016 annual rate rise.

The Christmas period is not traditionally a high transaction period for health insurance, as other more 'immediate' Christmas/Holiday concerns are top of mind with the typical consumer.

The challenge is not only to 'rise above the noise' of general Christmas retail trading, but to actually generate foot traffic into Bupa outlets with a view to actively acquire and retain Bupa customers.



Approach: Acquisition

The target market for this campaign consists of young singles, couples, and to a lesser extent, young families or those preparing for parenthood.

As this demographic tends not to be an age group that pre-occupies over serious injury or long-term illness, the message is shaped very much about the additional benefits of being in a health fund.

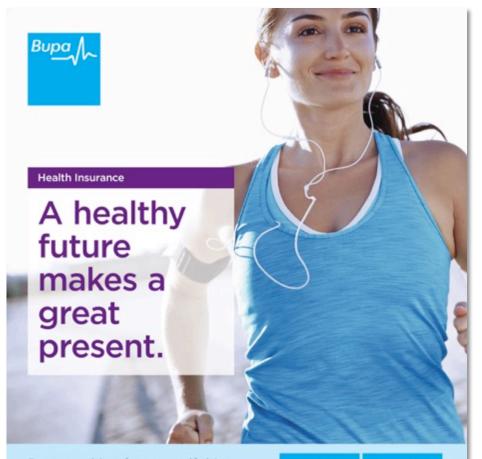
Therefore we are addressing the desire for better fitness and wellbeing that traditionally occurs in this demographic over the Christmas holiday period. There is also a subtle recognition of the Christmas message, without the usual clichés.



Acquisition Proposition 1:

'A healthy future makes a great present'





Visual 1:

Healthy young woman enjoying the season and getting/staying fit

Copy:

Focuses on basic cover and health services and points to...

lcons:

Discount offers available to Simple Start members. Drawn from current website. Bupa to confirm that these are correct and available

Do something for yourself this Christmas. Join Bupa Simple Start and get basic hospital and 100% cover for a set number of physio. dental and chiro services.

PLUS enjoy these special member discount offers >

Get Bupa > bupa.com.au



designe dictum ports ante. Fusce arcu sapier, blandit ut omare a, vinenatis non magna. Nunc vitae veneratis nibh. Sed scelerisque lacinia veneratis. Sed bibendum ul corper conque. Nullam facilisis uma in enim semper semper. Danec malesuada niu at enim fermentum, ut rhoncus colo sagittis. Vestituium sodales neque seditortor dictu ut portitior libero faugiat. Suspendiose quis mattis colo, nac pellantesque sagien. Nullam vehicuta, dolor ac molestie fincidumt, est leo lacinia niui, ut maximus tellus felis all



Visual 2:

Healthy young couple enjoying the season and getting/staying fit

Copy:

Focuses on basic cover and health services and points to...

Icons:

Discount offers available to Simple Start members. Drawn from current website. Bupa to confirm that these are correct and available

Do something for yourself this Christmas. Join Bupa Simple Start and get basic hospital and 100% cover for a set number of physio. dental and chiro services.

PLUS enjoy these special member discount offers >

Get Bupa > bupa.com.au









inque dictum porta ante. Fusce ancu sepien, blandit ut ornere a, veneratis non magna. Nunc vitae veneratis nith. Sed sceleriaque lacinia veneratis. Sed bi corper conque. Nultam faciliss uma in enim semper semper. Donec malesuada nei at enim fermentum, ut moncus odio sagittis, vestibulum sodires neque sed tortor dictu ut portitor libero feuglat. Suspendisse quis mattis odio, nec pellentesque sagien. Nultam vehicula, dislor ac molestie tincidunt, est leo lacinia nei, ut maximus tellus feis alquim arcu. Aliquam erat volutgat. Nullam cursus ullamcorper nibh, egat dignissim dam facilisis vel





Up to 20% off gym memberships



Up to 25% off movie vouchers





20% off sunglasses in Bupa Optical stores

Lorem issum dolor sit arrett, consectetur adipiscing ell. Integer id magna vitae mi mollis suscipit nec nec occi. Duis nec finibus nel inibus nell'entergue dictum porta ante. Fuse arcu sapien, blandit ut ornare a, venenatis non magna. Nunc vitae venenatis in mib. Sed socierisque lacinia venenatis. Sed bisendum ullamocroper conque. Nullam facilias uma in emm semper semper. Doniec malenuada nai at enim fermentum, ut morcus odo sagettis. Vestibulum sodales neque sed tortor dictum, ut portitor libero feugias. Suppendisse quis mattis odio, nec pell'entergue sapien. Nullam visiculud, dolor ac molestie tincidunt, est leo lacinia nici, ut maximus bitau felsi siliquam erus. Aliquam meri volubust. Nullam curus ullamorper nibit, eget definissim diam facilia in



Visual 3:

Healthy young woman enjoying the season and getting/staying fit

Copy:

Laid out in an alternative style as permitted by brand guidelines

Icons:

Discount offers available to Simple Start members. Drawn in the current full colour style. Bupa to confirm that these are correct and available







Up to 25% off movie vouchers





20% off sunglasses in Bupa Optical stores

Lorem Injustry dolor sit amet, consectute adopticing elit. Integer id magna vitae mi mollis suscipit nec nec cesi. Duis nec finibus elit. Ut a nisi quis nisi vestibulum finibus. Pellentesque dictum porta ante. Fusce ancu sapien, blandit ut omare a, venenatis, non magna. Ninc vitae venenatis nibh. Sod soelierisque lacinia venenatis. Sed bibendum ulliamocoper congue. Nullam facilisis uma in emm semper semper. Donec malematina ni al enim fermentum, ut rhoncus odio sagitisis. Vestibulum sodales neque sed tertor dictum, ut portitori libero feuglat. Suspendiose quis mattis odio, nec pellentesque sapien. Nullam enicula, dolor ac molestie finicidum, ce tello calcinia esia, ut maximus a fellus felsi aliquam enzu Aliquam enti volutata. Nullam cursus ullatimocoper nich accinicismi esiam faciliais sel.



Visual 4:

Healthy young couple enjoying the season and getting/staying fit

Copy:

Laid out in an alternative style as permitted by brand guidelines

Icons:

Discount offers available to Simple Start members. Drawn in the current full colour style. Bupa to confirm that these are correct and available

Acquisition Proposition 2:

'Become a picture of health this Christmas'





Visual 1:

Young couple taking a selfie on holiday. Headline plays on this

Copy:

Focuses on basic cover and health services and points to...

lcons:

Discount offers available to Simple Start members. Drawn from current website. Bupa to confirm that these are correct and available

Do something for yourself this Christmas. Join Bupa Simple Start and get basic hospital and 100% cover for a set number of physio, dental and chiro services.

PLUS enjoy these special member discount offers >

Get Bupa > bupa.com.au









enterique dictum porta ante. Fusce ancu sapien, biandit ut omare a, venenatis non magna. Nunc vitae venenatis non. Sed scelensque lacinia venenatis. Sed bibendum uli corper conque. Nullam facilisis uma in enim semper semper. Donoc malesuada nisi at enim fermentum, ut rhonous odio sagittis, Vestibulum sodiales reque seditortor dictur ut portitor libero faugiat. Suspendisse quis mattis odio, nac pallentasque sapien. Nullam vahicula, dolor ac molestie tiecidunt, est lao lacinia nisi, ut maximus tallus falis alquam arcu. Aliquam exat volutost. Nullam cursus ultamcorper nibh, eget dignissim diam facilisis vel



Christmas. Join Bupa Simple Start and get basic hospital and 100% cover for a set number of physio, dental and chiro services.

PLUS enjoy these special member discount offers >

Get Bupa > bupa.com.au









que dictum porta ante. Fusce arcu sapien, blandit ut omare a, venenatis non magna. Nunc vitae venenatis nibh. Sed scelensque lacinia venenatis. Sed biber ongue, Nufam facilisis uma in enim semper semper. Donac malesuada nisi at enim fermentum, ut rhoncus adia sagittis. Vastibulum sodides neque sedi tortor dict tor libero faugiat. Suspendiose quis mattis odia, nec pallentesque sagien. Nuflam vehicula, dolor ac molestie tincidunt, est leo lacinia nisi, ut muximus tellus falis al auem arcs. Aliquam erat volutget. Nullam cursus ullamcorper nith, eget dipnissim diam facilisis vei



Visual 2:

Young couple taking a selfie on holiday. Headline plays on this

Copy:

Focuses on basic cover and health services and points to...

Icons:

Discount offers available to Simple Start members. Drawn from current website. Bupa to confirm that these are correct and available







Up to 25% off movie vouchers





20% off sunglasses in Bupa Optical stores

Lorem (pour dolor sit amet, consochtur adjoiscing elit, lifeger id magna vitae mi mollis suscipit noc nec orci. Duis nec finibus elit. Ut a nisi quis nisi vestibulum inibus. Pellentesque dictum porta ante. Fusce arcu sapien, bilandit ut ornare a, venenatis non magna. Nunc vitae centrals nibit. Sod scelerisque lacinia venenatis. Sed bibendum ullamocripir congue. Nullam ficelisis uma in enim semper semper. Donic malierusda nisi at enim fermentum, ut rhoncus odio sagittis. Vestibulum sodales neque sed tortor dictum, ut portitori libror feuglat. Suspendisse quis mattis odio, nec pellentesque sapien. Nullam venicula dolor ac molestie briccidunt, est los clarcinis ella, ut maximus tallas felsi aliquam enzu. Aliquam enti voluțata. Nullam cursus ulterincoper nibit veget dignissim diam facilisis vel.



Visual 3:

Young couple taking a selfie on holiday. Headline plays on this

Copy:

Laid out in an alternative style as permitted by brand guidelines

Icons:

Discount offers available to Simple Start members. Drawn in the current full colour style. Bupa to confirm that these are correct and available









Up to 25% off movie vouchers



Up to 70% off vitamins



20% off sunglasses in Bupa Optical stores

Lorem issum dolor sit arrett, consectetur adipiscing ells Integer id megna vibe mi mollis suscipit nec nec orci. Duls nec finibus elle Ut a nisi quis nisi vestibulum finibus. Pellentesque dictum portia arba. Fuso arou sapien, blandit ut omare a, venenatis non magna. Nunc vitae venenatis inblis Sed soelerisque lacinia venenatis. Sed bibendum ullamocroper conque. Nulliam facilisis uma in erim semper semper. Donec maliesuadis nisi at enim fermentum, ut mboncus odio suptitis. Vestibulum sodales neque sed tortor dictum, ut portitor libero fluojale. Suspendisse quis mattis odio, nec pellentesque sapien fluolam industria, dolor ac molestie tincidunt, est leo lacinia nisi, ut maximus bellus felsi adiquam arou. Aliquam entra violutpati. Nulliam cursus ullamocroper nibb, eget dispinsim diem facilisis.



Visual 3:

Young couple taking a selfie on holiday. Headline plays on this

Copy:

Laid out in an alternative style as permitted by brand guidelines

Icons:

Discount offers available to Simple Start members. Drawn in the current full colour style. Bupa to confirm that these are correct and available

Approach: Retention

The target market for this campaign consists current members of Bupa Simple Start who need to be reminded of the benefits they already enjoy.

The objective is to secure their membership, so that when the annual health rate rise occurs in 2016, they will be less likely to seek out alternative health funds.

As there are quite a few benefits on offer, there suggested a link to a 'Wish List' – another Christmas tradition. This approach is more overtly Christmassy, but definitely tongue-in-cheek.



Retention Proposition 1:

'Simple Start members, your wish list is ready.'





As a member of Bupa Simple Start, you're entitled to discount offers that you may not even know about. In fact, we've increased our gym membership discount from XX% to XX%, just in time for Summer!

Plus you also get the peace of mind of having basic hospital cover, and cover for selected physio, dental and chiro services.

So there's no need to wish, they're already yours!



bupa.com.a

Lorem (spum doller sid amet, connectedur adipsicing ett. Metger sid magne vitae mi mollis suscial nec nec onsi. Duis nec finitus ett. 11 a misi quis nisi vestibulum finitus. Pettentesque dictum ponta anto. Fuoce arou sapien, blandit ut orrare a. venenatis non magna. Nunc vitae venenatis nibh. Ses capitis cinia venenatis nelle debendum ullamcorper conque. Nutlam facilisis uma in enim semper semper. Denoc malesuada nia at enim fermentum, ut rhoncus odes sapitis. Vestibulum sodales neque sed tartar dictum, ut portifice libero feugais. Suspendiase quis matris odo, nece pelentrisque sapien. Nutlam vehicula, dolor ac molestie tinicidum, est leo lacinia nisi, ut maximus tellus fells alquam arou. Allame ent violutes. Nutlam cursus ullamorper nish, equit disprisani dem facilisis vel.



Visual 1:

You-Know-Who holding up a wish list for Christmas. The list clearly shows the benefits of being, and staying, with Bupa for Health Insurance

Copy:



As a member of Bupa Simple Start, you're entitled to discount offers that you may not even know about. In fact, we've increased our gym membership discount from XX% to XX%, just in time for Summer!

Plus you also get the peace of mind of having basic hospital cover, and cover for selected physio, dental and chiro services.

So there's no need to wish, they're already yours!



bupa.com.a

Lorem injourn dolor est amet, consecteur adiptioning est. Integer id magno viste mi molits suscipiet ner nec cerc. Duss nes finitius ells. Us a nisi quis misi vestibulum finitius. Pettentesque dictum ports ante. Fluce arcu sapien, blandit ut onnare a, venenatis non magna. Nunc vibre venenatis nisht. Sed scalerisque lacinia venenatis, sed bibendum ulterucorper congue. Nulliam facilists urna in enim samper semper. Donace malesuada nisi at enim fermentum, uf moncus odio sagittis. Vestibulum sodales neque sed tortor dictum, ut portifor libero fergials. Suspendisse quas maltis odio, noc pellentesque sagien. Nulliam verticula, doror ac molestie tincidurit, est teo biorsa nisi, ut maximus tetus fiels alquam arcu. Aluquam nart volutiops. Hustima cursus ultamooper nisi, eget dispiration dans faciosis ver



Visual 2:

Alternative pic of You-Know-Who holding up a wish list for Christmas. The list clearly shows the benefits of being, and staying, with Bupa for Health Insurance

Copy:

Retention Proposition 2:

'Simple Start members, your healthier Christmas starts here'





As a member of Bupa Simple Start, you're entitled to discount offers that you may not even know about. In fact, we've increased our gym membership discount from XX% to XX%, just in time for Summer!

Plus you also get the peace of mind of having basic hospital cover, and cover for selected physio, dental and chiro services.

So there's no need to wish, they're already yours!



bupa.com.au 134 135 | Bupa Store

Lonem issum dolor sit amet, consections adipsising ett. Integer of magna vitae mi moliti sectori ner nec onc. Dus me finitios ett. Un a nisi qui mis vestibulum finitius. Pettentesque dictum portia ante. Fusce arru sepien, blandit ut omare, a vinenatis non magna. Nunci vitae venenatis sibit, sed societisque latinia venenatis sibit and consistentia superiorisque distribution vitae venenatis sibit, sed societisque latinia venenatis sibit pet distribution vitae venenatis sibit, sed societisque latinia venenatis sibit. Visitabulum sociales neque sed tortor dictum, ut portitor libero freque? Suspendisse quis matris odio, nec pellontesque sapien. Nullam vehicula, dolor ac molestie tincidurit, est leo lacinia nisi, ut maximus tellus felis alquam arox. Aliquem ent volutios. Fullam cursus odio, nec pellontesque sapien. Nullam vehicula, dolor ac molestie tincidurit, est leo lacinia nisi, ut maximus tellus felis alquam arox. Aliquem ent volutios. Fullam cursus odiencoper richi, epet disprismi dum fecilisi vei.



Visual 1:

Illustration of gift wrapping/ribbon to give the idea of gifts/surprises.

Copy:



Bupa /

Visual 2: Colour variation
Illustration of gift wrapping/ribbon to give the idea of gifts/surprises.

As a member of Bupa Simple Start, you're entitled to discount offers that you may not even know about. In fact, we've increased our gym membership discount from XX% to XX%, just in time for Summer!

Plus you also get the peace of mind of having basic hospital cover, and cover for selected physio, dental and chiro services.

So there's no need to wish, they're already yours!



Lorent golden door ist arest, consections adapticating eit, beginning statement of the control o

Copy:



beforeige dictum ports ente. Fisce ans signes, blandit of omere a severedit non mapes. Mort viter verendit nich, field scherringer lacins verendit nich coperation, beforeige lacins verendit, sich behenden ulter coperation, while making a verendit nich enter entere in enter entere trans, at denocus odio signific Verbalum soldiele neque set of lottor dictum ut portfatter libere frequet Suspendisse quis matris odio, nec pellerletaque sapien. Nulliam verincula, dolor ac melestie tincidunt, est leo lacinia niu, ut maximus tellus felia aliquam enzu. Aliquam enzu voltages. Nulliam cursos voltamosper delle perind dischia visu.



Visual 3:

Illustration of gift arriving held up by a love heart balloon. An affectionate, fun approach.

Copy:

Thank you.



