

# Bupa Christmas Campaign

PARAGON  
DESIGN GROUP



# 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’





Health Insurance

**A healthy future makes a great present.**

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](http://bupa.com.au)

134 135 | Bupa Store



Up to 20% off gym memberships.



Up to 25% off movie vouchers.



Up to 70% off vitamins.



20% off sunglasses in Bupa Optical stores.

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Visual 1:

Healthy young woman 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




Health Insurance

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 <p>Up to 20% off gym memberships.</p>	 <p>Up to 25% off movie vouchers.</p>
 <p>Up to 70% off vitamins.</p>	 <p>20% off sunglasses in Bupa Optical stores.</p>

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## Visual 2:

Healthy young couple enjoying the season and getting/staying fit

## Copy:

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

## Icons:

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## 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





**Bupa**

**Health Insurance**

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Visual 4:  
Healthy young couple enjoying the season and getting/staying fit

Copy:  
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Acquisition Proposition 2:

‘Become a  
picture of health  
this Christmas’





Health Insurance

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134 135 | Bupa Store



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Up to 25% off  
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Up to 70% off  
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20% off  
sunglasses in Bupa  
Optical stores.

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Visual 1:

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

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## Visual 2:

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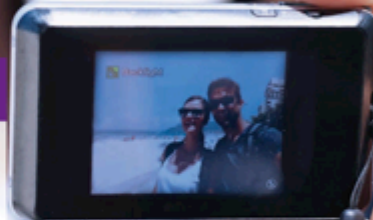
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## Visual 3:

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Laid out in an alternative style as permitted by brand guidelines

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# 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.’





**WISH LIST**

- ✓ Up to 20% off gym membership
- ✓ Up to 25% off movie vouchers
- ✓ Up to 70% off vitamins
- ✓ 20% off sunglasses in Bupa Optical stores
- ✓ Basic hospital cover
- ✓ 100% cover for selected physio, dental and chiro services

Health Insurance

**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!

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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:  
Reinforces the offering and closes with 'So there's no need to wish...'

A close-up photograph of Santa Claus's face and hands. He is wearing his traditional red suit with white fur trim. He is holding a white piece of paper titled "WISH LIST" in his right hand. The list contains several items, each preceded by a checkmark. The background is slightly blurred, showing what appears to be a Christmas tree.

**WISH LIST**

- ✓ Up to 20% off gym membership
- ✓ Up to 25% off movie vouchers
- ✓ Up to 70% off vitamins
- ✓ 20% off sunglasses in Bupa Optical stores
- ✓ Basic hospital cover
- ✓ 100% cover for selected physio, dental and chiro services

**Health Insurance**

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

**Bupa**

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## 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:

Reinforces the offering and closes with 'So there's no need to wish...'

Retention Proposition 2:

‘Simple Start  
members, your  
healthier Christmas  
starts here’






**Health Insurance**

## 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!

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Visual 1:  
Illustration of gift wrapping/ribbon to give the idea of gifts/surprises.

Copy:  
Reinforces the offering and closes with 'So there's no need to wish...'



**Bupa**

**Health Insurance**

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

Copy:  
Reinforces the offering and closes with 'So there's no need to wish...'






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### Visual 3:

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

### Copy:

Reinforces the offering and closes with 'So there's no need to wish...'

Thank you.

PARAGON  
DESIGN GROUP

