



# CASE STUDY

## BGNE

# BGNE

*A healthier approach to benefits.*

### CLIENT

**Benefit Group of New England**, Colchester, VT  
Corporate benefits and healthplan strategies developer

### PROJECT

The cure for CHPB (Corporate Healthplan Premium Blues)

### CHALLENGE

*For BGNE:* To create sufficient buzz and generate a sufficient number of appointments prior to the open enrollment period – when companies can choose new carriers

*For Litos:* To create a creative campaign sufficient to these tasks – from soup to nuts – in six weeks

### SOLUTION

- High-impact direct mail – Alpha prospects received a two-foot-high prescription bottle and the promise of a visit from a BGNE specialist ready to cure their CHPB.
- All prospects received a corresponding direct-mail postcard series featuring urgent copy such as “Why ‘get well soon’ when you can get well now?”
- Litos branded the sit-down between BGNE and its prospects as BGNE’s 20/20 Vision – “Give us 20 minutes and we could save you up to 20% on your healthplan costs.”

### RESULTS

A 2% response rate in direct-mail is typical; the BGNE campaign checked in at a very healthy 20%.



# CASE STUDY

## BGNE

1. *A healthier approach to benefits.*

### COMPONENTS



2.



# CASE STUDY

## COMPONENTS

**BGNE**  
A healthier approach to benefits.

**BENEFIT GROUP**  
of New England  
336 Water Tower Circle Colchester, VT 05446  
877-479-3546  
benefitgroupne.com

**DATE**  
September  
2009

**RX** **EXTRA-STRENGTH BGNE**  
YOUR PRESCRIPTION FOR AN  
INSTANTLY BETTER HEALTHPLAN.

**CFO and/or HR MANAGER**

TAKE THE ENCLOSED PRESCRIPTION TO HEART.  
DRAW COMFORT FROM IT AS OFTEN AS YOU  
LIKE (BUT NO LESS THAN 8 TIMES PER DAY).  
**DO NOT TAKE BY MOUTH!** (IT'S PRETTY BIG.)  
CALL YOUR BGNE HEALTHPLAN SPECIALIST,  
TOLL FREE AT **877-479-3546** TO ARRANGE  
AN OFFICE VISIT.

**REFILLS** (0) – ONLY ONE DOSE NEEDED

**May cause giddiness.**

⇒ Because you'll wind up saving thousands of dollars per employee – without losing any benefits.

⇒ Because you'll have a partner who's thinking strategically for you today, tomorrow and into the future.

⇒ Because you really love it when a healthplan comes together.

IMPORTANT: Stop taking this prescription if you're not yet sick of being sick of escalating healthplan costs.



# CASE STUDY

**CHPB WARNING SIGNS:**

- Blurred Vision
- Sleepless Nights
- "Rollercoaster Stomach"
- Occasional Neglect of Family Pets

Sadly, we've seen this troubling symptom waaaaa too often.

Sound too good to be true? Call us on it.

Give us 20 minutes and we could save you up to 20% on your healthplan costs. That's BGNE's 20/20 Vision. Call us toll-free, at 877-479-3546 to arrange for a personal informational webinar.

You'll see clearly and sleep better.

*and for crying out loud, FEED THE DOG!*

benefitgroupone.com

Just as we feared: You're suffering from CHPB.\*

**\* Corporate Healthplan Premium Blues**

**RECOGNIZE THE TELLTALE PAIN POINTS:**

<p><b>1. Splitting Headache</b> (from banging it against the wall when you hear about yet another premium increase)</p>	<p><b>3. Last Frayed Nerve</b> (from obsessing about why your employees don't appreciate their healthplan more)</p>	<p><b>5. Ringing in the Ears</b> (see really don't know what that's about... Hello?... Hello?)</p>
<p><b>2. Pain in the Neck</b> (from attempting to locate the strategy - any strategy - behind your healthplan)</p>	<p><b>4. Severe Eye Strain</b> (from repeatedly trying to envision what a genuinely better healthplan looks like)</p>	

Call us toll-free, at 877-479-3546 to arrange for a personal informational webinar. We take a load off your mind!

benefitgroupone.com

**Great news for CHPB\* sufferers. You're cured!**

Your prescription for Extra-Strength BGNE is ready for delivery. It's just what the doctor ordered for an instantly better healthplan.

\*Corporate Healthplan Premium Blues

**BENEFT GROUP ONE**  
336 Water Tower Circle  
BOSTON, MA 02109

**BGNE**  
A healthier approach to benefits.  
RX EXTRA-STRENGTH BGNE  
YOUR PRESCRIPTION FOR AN  
INSTANTLY BETTER HEALTHPLAN  
CEO and/or HR MANAGER

**More great news: Prescription may cause giddiness.**

- Because you'll wind up saving thousands of dollars per employee - without losing any benefits.
- Because you'll have a partner who's thinking strategically for you today, tomorrow and into the future.
- Because you really love it when a healthplan comes together.

Call us toll-free, at 877-479-3546 to arrange for a personal informational webinar. We take a load off your mind!

benefitgroupone.com

## COMPONENTS

Direct Mail Postcards