



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.

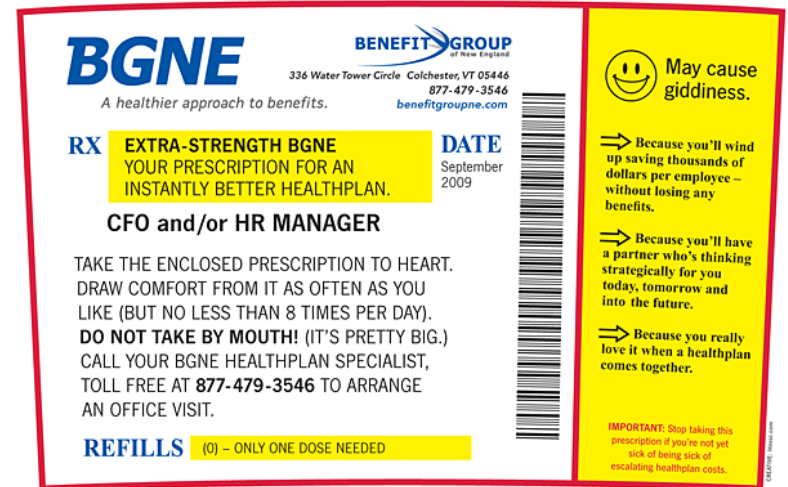


CASE STUDY

COMPONENTS



Oversized Prescription with Helium Balloon



Close up of prescription label

😊 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

COMPONENTS



CHPB WARNING SIGNS:

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

Sadly, we've seen this troubling symptom waaaay 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!

benefitgroupne.com

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



RECOGNIZE THE TELLTALE PAIN POINTS:

- 1. Splitting Headache**
Don't banging it against the wall when you hear about yet another premium increase?
- 2. Pain in the Neck**
Don't attempting to locate the strategy... any strategy... (asked your healthplan)
- 3. Lost Frazed Nerve**
Don't obsessing about why your employees don't appreciate their healthplan more?
- 4. Severe Eye Strain**
Don't constantly trying to envision what a genuine better healthplan looks like?
- 5. Ringing in the Ears**
Don't really don't know what that's about... (asked... healthplan)

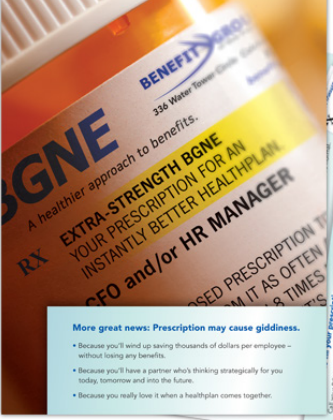
*Corporate Healthplan Premium Blues

benefitgroupne.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



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.

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