Campaign Title: Start with Healthy

Brand: Humana

Company(s) Involved: Humana, FCB Chicago

Category: Big Data, Social Media

Summary

Primary research gave us a starting point to describe our audience: baby boomers want to grow, not fade. We turned to an uncommon, text-rich data source to contextualize our audience and expand upon the insight: Match.com. We used advanced scraping and linguistic technologies to understand topics and language used by boomers to describe themselves and reflected these learnings into our content.

We brought our idea to life with an integrated campaign that allowed us to inspire our consumers to #StartWithHealthy. The campaign earned over 47.5MM impressions, and nearly 1 in every 3 consumers who saw our content interacted with us in some way.

Marketing Challenge

With no other competitors strategically targeting Boomers with direct-to-consumer messaging, they were our ideal and largest business opportunity to increase revenue and do so in a way that differentiates us from our competitors. Our belief is that marketing can be a business driver in elevating the brand and encouraging seniors to sign up for Humana Medicare products by creating more relevant content that speaks to our audience.

Methodology

Before we began, primary and secondary research was conducted to understand the mindset of baby boomers, and a key insight was uncovered: they want to grow, not fade.

The purpose of our research was to validate, refute, or even expand upon this insight. Our analysis helped expand it.

We wanted to separate attitudes and drill down to actual behavior and landed on text as the best data source to learn these nuances. According to data scientist and Dataclysm author Christian Rudder, more words will be written digitally than in all books in history combined. Big Data goes beyond just the production of big numbers, and we realized that every day keystrokes on email, social media, Reddit, and even online dating profiles are producing an explosive amount of data in the form of digital text and language. In this hidden universe of text, there lies some of our deepest secrets, desires, and truths that ultimately reveal true behavior.

We needed this information for baby boomers; we needed to see exactly how baby boomers were describing themselves, their hopes, ambitions, passions, and interests.
Ultimately, an incredibly uncommon and unconventional data source unlocked a text-rich gold mine of insights that we could use for our campaign: Match.com. According to Match.com, the fastest growing demographic of members are those aged 50+ and gave us a data source of keywords, topics, and phrases that baby boomers are using to describe themselves.

The first step was to mine the data. We wrote scripts to randomly scrape thousands of profiles for those matching our age criteria to create our data set for analysis.

After collecting this personal and emotionally-driven text, we pulled this information into Crimson Hexagon, a high powered social analysis and linguistic tool. This allowed us to hone in on overall topics and language used by baby

boomers to describe themselves and describe what they are looking for in a partner.

We simplified this analysis into a word index that scored the top categories and topics that baby boomers used in their profiles. From this index, we used the most talked about categories to expand our understanding of 'boomers want to grow, not fade' and fuel our creative executions.

Creative Execution

While Boomers may intend to change their health-related behavior, they simply don't know where to start. In order for Humana to prove that we are a health partner for life, we had to demonstrate our understanding of our audiences' challenges, goals and lifestyles. Baby boomers are only targeted by 5-10% of marketing, and we wanted to speak authentically about problems affecting this under-represented demographic.

We brought our big idea to life with an integrated social and digital campaign that allowed us to inspire our consumers to #StartWithHealthy. We created an array of stories and health tips to help consumers recognize their intent to start a healthy behavior while engaging in their natural habits of consuming videos and sharing content. Our expansion on the boomer insight using Match.com data helped us to hone in on six content buckets that relate to boomer's interests and challenges in living a healthy life: having more energy, finding purpose, improving relationships, staying sharp, and reducing stress.
Our digital experience offered up rich content related to our audience's interests while encouraging them to share with the world how they #StartWithHealthy.

On social, we leveraged interest-based and geo-location targeting to share over 150 different ways to Start with Healthy. To keep content timely, relevant and shareable, we tailored it to specific moments in time that held particular cultural significance or intrigue for our audience, like the 2016 Olympics, Parks and Recreation Month and the National Parks Centennial Celebration. Additionally, we partnered with our media agency to support our social content in paid media and tested out numerous ad units, like video link posts, carousel ads, 360° videos and canvas ads, to reach deeper levels of engagement.

Business Results

Creating a community - and connection - as a healthcare company was an uphill battle. Outside of plan coverage questions, claim complaints or finding a doctor, our audience had limited reason to engage with us. Yet to meet our objectives of changing behavior and perception, we needed to gain interaction, relevancy and, eventually, trust. Our inroad to accomplish this was to lean in on the authentic content that spoke directly to our audience and confronted the challenges and desires of living a healthy life.

We had a potential to introduce Start With Healthy to 48.3 million internet-using consumers. Getting in front of our audience was the first step to reaching our goals. Between 5/16/2016 and 8/24/2016, #StartWithHealthy earned over 47.5MM impressions, potentially serving content to 98% of our internet-using target audience. Of that, nearly one in every three consumers who saw our content, interacted with us in some way (reactions, comments, shares, video views, etc.).

Not only are we making an impact online and in our consumers' feeds, we're changing the way people see our brand.