



Arkansas Health Insurance Marketplace

Brand Identity Development



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Brand Identity Development

We listened to Arkansans

- Insurance Agents and Brokers
- Small – Medium Businesses
- Employees/Individuals
- Key Partners and Stakeholders

Research



Cicero Baseline Research

▶ 20 Focus Groups

- Pine Bluff
- Texarkana
- Bentonville
- Jonesboro
- Little Rock

▶ 25 Key Stakeholder Interviews

▶ Quantitative Survey – 1,560 Arkansans



▶ Brand Workshops

- AID Consumer Assistance Advisory Committee – May 8
- AHIM Outreach and Education Committee – May 11
- Diverse Group of Key Stakeholders – May 20

▶ One-on-One Stakeholder Interviews

▶ 7 Focus Groups

- Fort Smith – June 8
- Little Rock – June 9 & 10
- Jonesboro – June 11



Statewide Research Coverage

Focus Group Locations



- 219 Focus Groups Participants
- 32 Brand Workshop Participants
- 25 Stakeholder Interviews
- 1,560 Surveys

1,836 Arkansans



Brand Platform Development



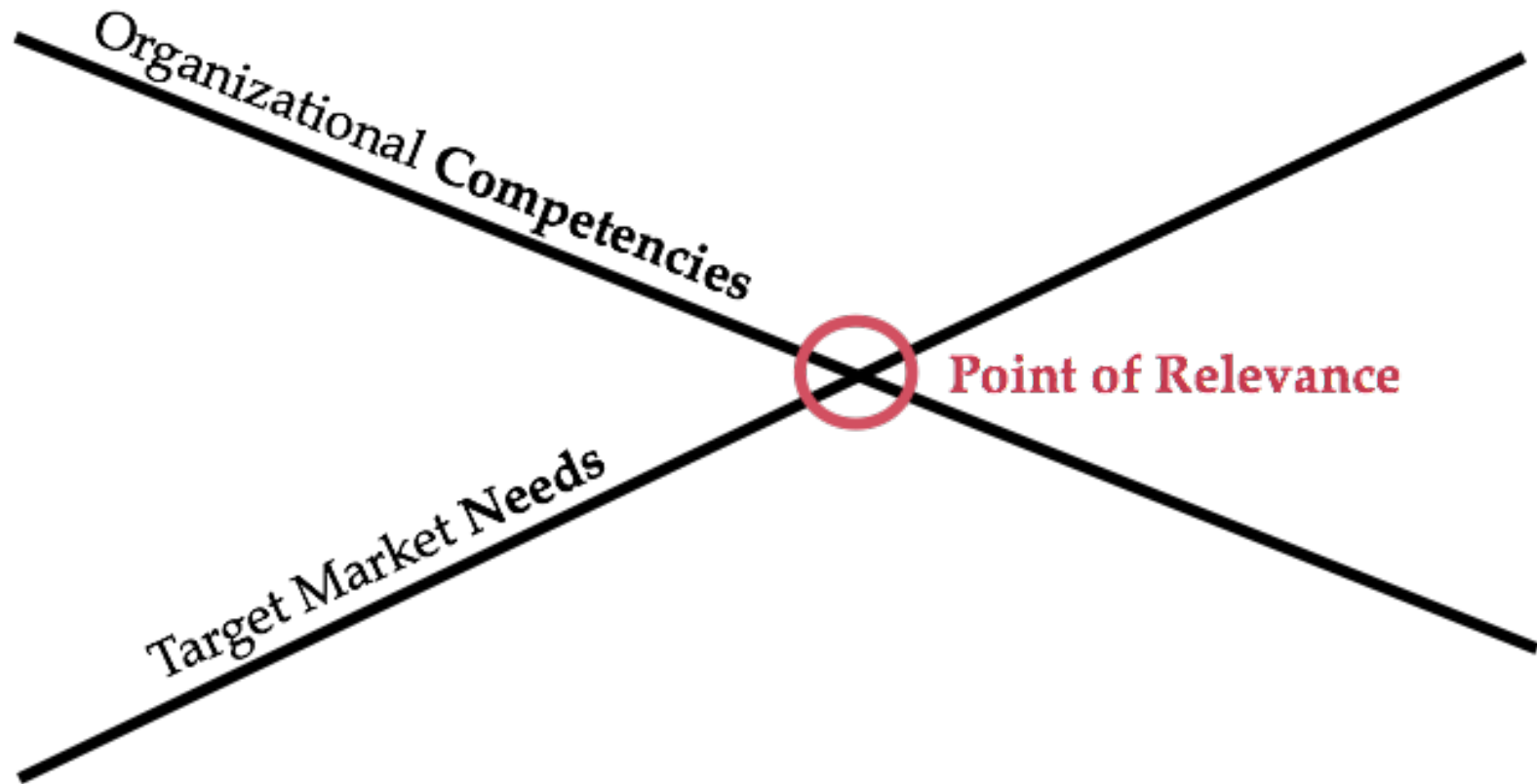
Brand Development



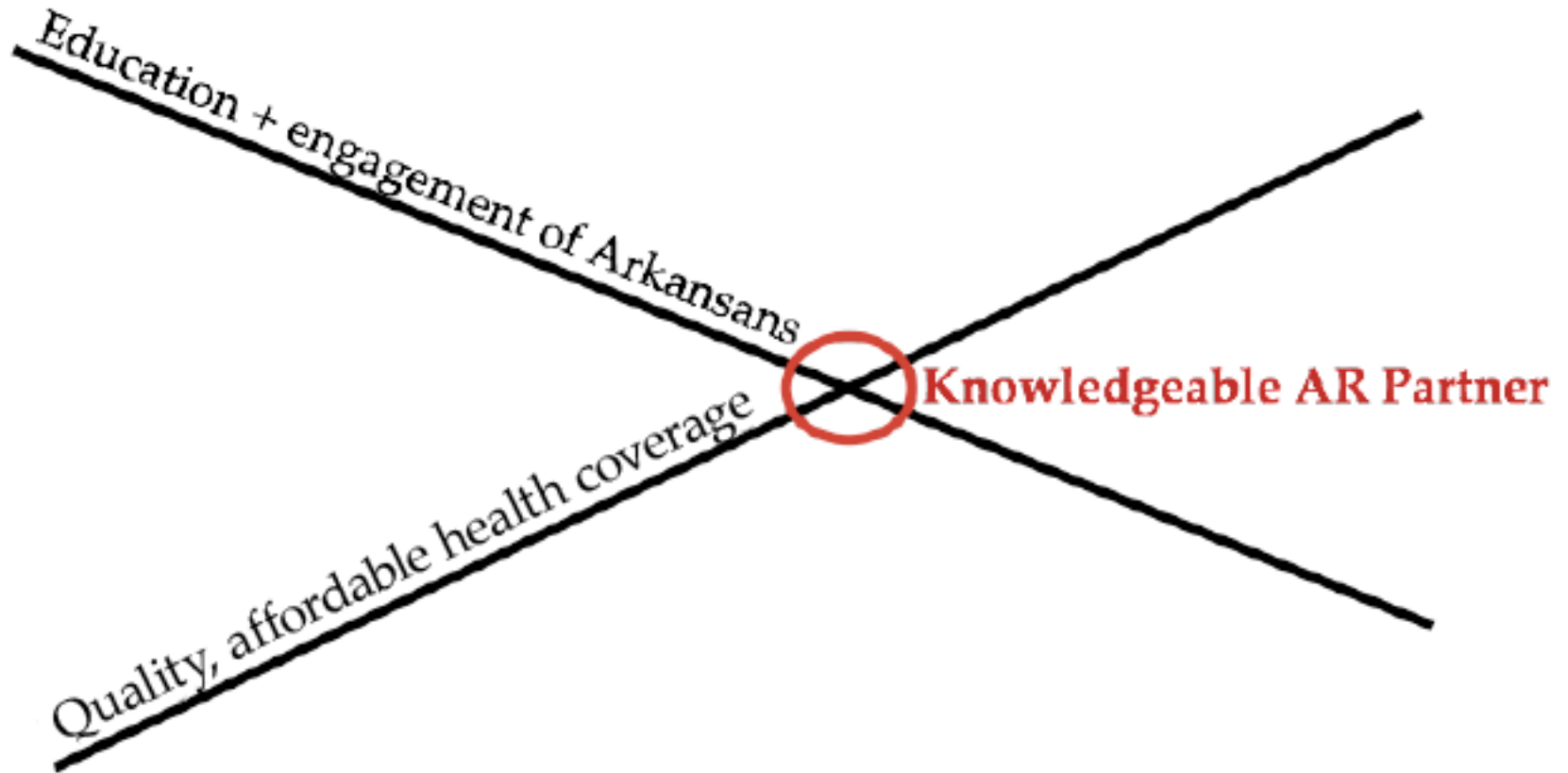
Brand Platform & Positioning Statement



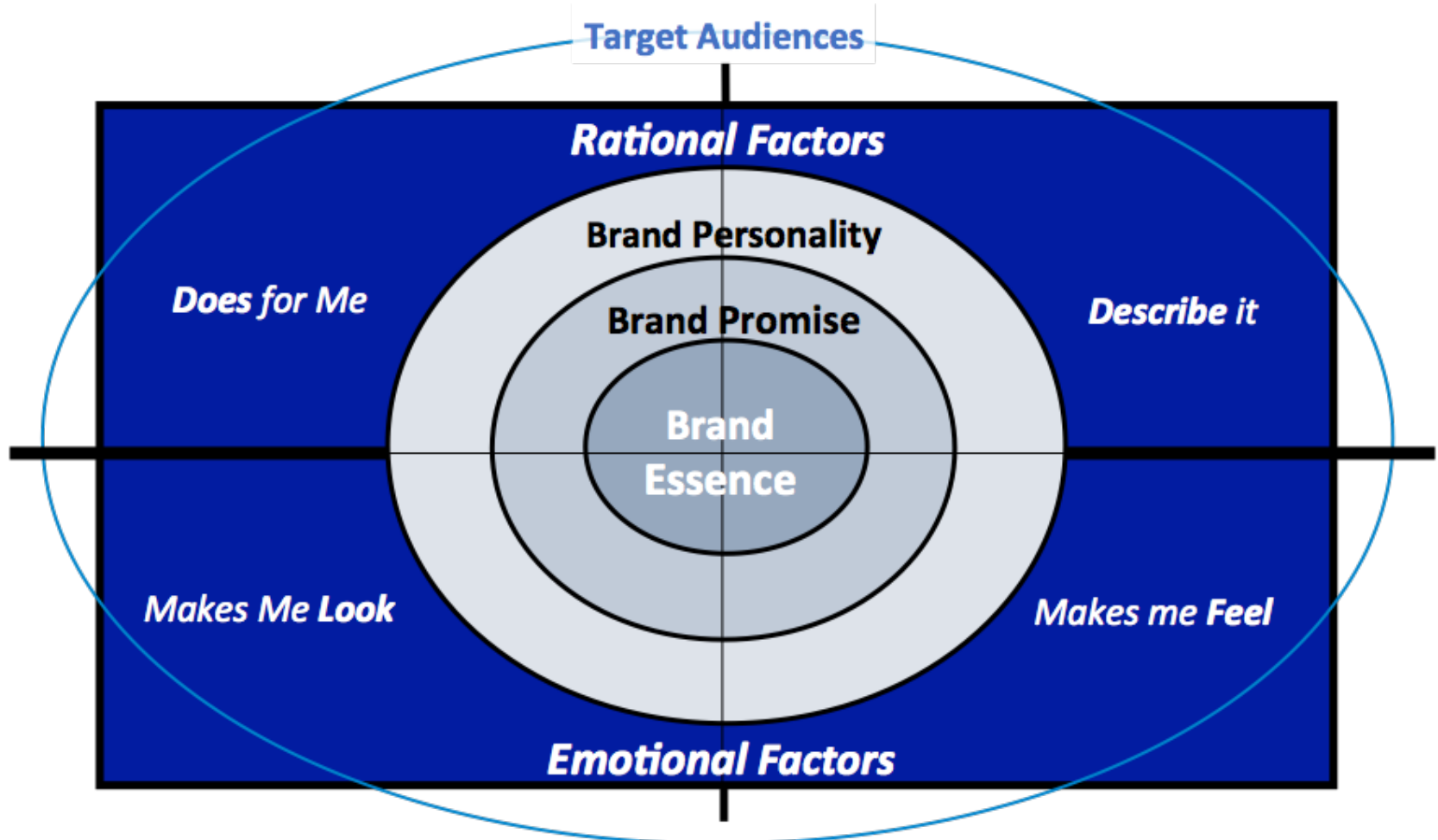
Relevance



Relevance



Brand Platform



Brand Platform



Brand Platform

Target Audiences: Arkansas insurance agents/brokers, small business owners and employees, and individuals



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Brand Personality: Knowledgeable, approachable, responsive, committed



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Brand Personality: Knowledgeable, approachable, responsive, committed

Brand Promise: Working partner dedicated to your (target audiences') needs and success

Brand Essence: Credibility



Intent and Attributes

Brand Essence: Credibility

Intent: Establish AHIM as the only, highly credible resource for information and support, connecting Arkansans who have health insurance needs with provider partners who offer solutions.

Core Attributes:

- Distinguishing knowledge, expertise
- Leadership, authority
- Approachability, responsiveness
- Clear, informative resource
- Accountability for delivering solutions



Positioning Statement

For:

(Target Market)

AHIM is:

(Frame of Reference)

That:

(Point of Differentiation/Functional Benefit)

Because:

(Justification/Reason Why)

So that:

(Emotional End Benefit)



Positioning Statement

For: Arkansas agents, business owners and employees, *and individuals*
(Target Market)

AHIM is:
(Frame of Reference)

That:
(Point of Differentiation/Functional Benefit)

Because:
(Justification/Reason Why)

So that:
(Emotional End Benefit)



Positioning Statement

For: Arkansas agents, business owners and employees, *and individuals*
(Target Market)

AHIM is: a trusted, knowledgeable Arkansas partner
(Frame of Reference)

That:
(Point of Differentiation/Functional Benefit)

Because:
(Justification/Reason Why)

So that:
(Emotional End Benefit)



Positioning Statement

For: Arkansas agents, business owners and employees, *and individuals*
(Target Market)

AHIM is: a trusted, knowledgeable Arkansas partner
(Frame of Reference)

That: is the reliable resource for information and support
(Point of Differentiation/Functional Benefit)

Because:
(Justification/Reason Why)

So that:
(Emotional End Benefit)



Positioning Statement

For: Arkansas agents, business owners and employees, *and individuals*
(Target Market)

AHIM is: a trusted, knowledgeable Arkansas partner
(Frame of Reference)

That: is the reliable resource for information and support
(Point of Differentiation/Functional Benefit)

Because: Arkansans need quality, affordable coverage
(Justification/Reason Why)

So that:
(Emotional End Benefit)



Positioning Statement

For: Arkansas agents, business owners and employees, *and individuals*
(Target Market)

AHIM is: a trusted, knowledgeable Arkansas partner
(Frame of Reference)

That: is the reliable resource for information and support
(Point of Differentiation/Functional Benefit)

Because: Arkansans need quality, affordable coverage
(Justification/Reason Why)

So that: families get the care and peace of mind that they deserve
(Emotional End Benefit)



Positioning Statement

For Arkansas health insurance agents, business owners and employees, *and individuals*, AHIM is a trusted, knowledgeable Arkansas partner and reliable resource for information and support because Arkansans need quality, affordable coverage so families get the care and peace of mind they deserve.

For: Arkansas agents, business owners and employees, *and individuals*
(Target Market)

AHIM is: a trusted, knowledgeable Arkansas partner
(Frame of Reference)

That: is the reliable resource for information and support
(Point of Differentiation/Functional Benefit)

Because: Arkansans need quality, affordable coverage
(Justification/Reason Why)

So that: families get the care and peace of mind that they deserve
(Emotional End Benefit)



Brand Identity Development



We learned from research.

We listened to partners and stakeholders.

We asked Arkansans.



Brand Positioning

Potential Program Name



Name Testing

1 Get Covered Arkansas

2 Insure Arkansas

3 Get Insured Arkansas

4 My Arkansas Insurance

5 Arkansas Insured



Name Testing

- ✓ Easily Recognized
- ✓ Easily Remembered
- ✓ Not Confused with Other Insurance Program
- ✓ Defines Program
- ✓ Appealing



Program name “MY Arkansas INSURANCE” resonates strongest among audiences

Employer – Potential Program Name Testing

	GET COVERED Arkansas	INSURE Arkansas	GET INSURED Arkansas	MY Arkansas INSURANCE	Arkansas INSURED
Name will help define the program	4.2	5.6	5.5	5.3	5.4
Name will be recognized	5.3	5.9	5.6	5.9	5.6
Name will be remembered	5.7	6.2	5.5	6.2	5.5
Name will not be confused with other programs	5.6	5.0	5.0	5.6	4.7
Name is appealing	4.7	5.0	4.1	5.0	4.5

Employee – Potential Program Name Testing

	GET COVERED Arkansas	INSURE Arkansas	GET INSURED Arkansas	MY Arkansas INSURANCE	Arkansas INSURED
Name will help define the program	5.2	6.4	6.7	6.6	6.2
Name will be recognized	6.1	6.7	6.8	6.9	6.2
Name will be remembered	6.9	7.1	6.7	7.1	6.2
Name will not be confused with other programs	7.2	6.7	6.9	7.2	6.5
Name is appealing	5.5	5.7	5.5	6.0	5.1

Graphic Identity Development



Brand Positioning

Potential Logos



Graphic Logo Testing

- ✓ Engaging
- ✓ Easy on the Eyes
- ✓ Not Related to a Government-type Program
- ✓ Type Face and Graphic Go Together
- ✓ Appealing







Arkansas' Choice

my 
Arkansas
Insurance

Logo 3 resonates strongest among audiences

Employer – Program Name Testing



Logo is engaging	4.7	3.8	6.1
Logo is easy on eyes	5.8	4.5	6.0
Logo is not related to a government program	5.2	5.3	4.5
Type face and graphic logo go together	5.4	4.4	5.8
Logo is appealing	4.6	3.9	5.7

Employee – Program Name Testing



Logo is engaging	5.3	4.9	7.3
Logo is easy on eyes	6.7	5.1	7.1
Logo is not related to a government program	6.1	6.3	5.7
Type face and graphic logo go together	6.2	4.7	6.9
Logo is appealing	5.4	4.2	7.2

Research Results – Name and Logo Test

Name



Graphic Logo

#1: MY Arkansas INSURANCE

- *Most positively received by employees, but **rated high by both audiences***
- *MY = personal*



- The logo with the **state graphic** was **most positively received overall by both employees and employers**



Brand Message Development



Target Audience Perceptions

- Lack of awareness of SHOP
- Confusion about SHOP
- Concern about SHOP
- Skepticism about SHOP
- Interest in SHOP



Target Audiences

Message Recommendations

- ✓ Explain SHOP in simple terms
- ✓ Keep it personal and local
- ✓ Make it easier than other options
- ✓ Show how it will be useful



“SHOP is ...” Public Education Campaign

> Here

- opening in Arkansas starting Nov. 1
- made in Arkansas to make small businesses more competitive

> For You

- designed here to make Arkansas health care more effective for small businesses and employees
- My Arkansas Insurance helps grow the state economy

> Easier

- a user-friendly website for employers/employees
- local experts to consult in your community

> Useful

- enables employers to meet requirements and enjoy tax credits
- employees get essential benefits, no caps or pre-existing conditions



"SHOP is ..." Public Education Campaign Messaging

> SHOP is Here

- Arkansas SHOP is a health insurance marketplace designed by Arkansans for your small businesses.
- Arkansas SHOP opens for business on Nov. 1, offering a suite of tools that enables one-stop shopping for health insurance for employers with up to 100 workers.
- Made in Arkansas to make small businesses like yours more competitive.

> SHOP is For You

- Arkansas SHOP is created by local health care experts who know the state's regions, its people and what makes Arkansas work and thrive.
- Arkansas SHOP will offer quality, affordable health insurance plans to help you attract and retain talented employees and be more competitive.
- Arkansas SHOP will provide tax credits for businesses with 2-25 employees that meet certain salary requirements. Arkansas SHOP can help your employees avoid paying a fine of hundreds of dollars for not having health coverage.
- My Arkansas Insurance helps grow the state economy.



"SHOP is ..." Public Education Campaign Messaging

> SHOP is Easier

- Arkansas SHOP is a simple, easy-to-navigate program that will grow businesses, as well as the number of residents with health insurance coverage in Arkansas.
- Arkansas SHOP will feature a coverage calculator and screener, which will give brokers useful tools when engaging small businesses, and make it easier to package a health care offering for their employees.
- Arkansas SHOP knowledge will enable agents and brokers to provide clients with new and expanded health insurance options, and to grow business by gaining new customers, while at the same time providing Arkansas residents with quality, affordable health care coverage.

> SHOP is Useful

- Arkansas SHOP will give brokers the tools they need to benefit their business, such as:
 - Informative fact sheets
 - User-friendly website
 - Interactive webinars
 - Customizable marketing and education materials
- Arkansas SHOP allows brokers to help small businesses understand their options and to make choices on what type of coverage employers want to offer their employees, as well as the amount they want to pay.



Creative Platform Development



Health
Insurance
the
Arkansas
Way.

ARKANSAS
SHOP
Small Business Health Options Program

Finally, Health Insurance Made
Simple & Affordable.

SHOP is...
✓ HERE ✓ FOR YOU ✓ EASIER ✓ USEFUL
Enrollment Begins November 1, 2015

my
Arkansas
Insurance

myARinsurance.com



A R K A N S A S
S **H** **O** **P**
Small Business Health Insurance Options Program

Finally, health insurance made simple and affordable.

The Arkansas Small Business Health Insurance Options Program (SHOP), created by **My Arkansas Insurance**, gives employers and employees affordable, high-quality health insurance options.

myARinsurance.com

Arkansas SHOP is a health insurance marketplace created by Arkansans for our small businesses and their employees.

Arkansas SHOP opens for business on November 1, offering one-stop shopping for employers with 2–100 full-time equivalent employees.

Arkansas SHOP is...

Here.

Enrollment begins November 1, 2015.

For You.

Created and managed by Arkansans for Arkansas businesses and employees.

Easier.

One-stop health insurance shopping with a user-friendly website.

Useful.

Helps employers meet insurance requirements and enjoy tax credits while providing quality health plans to employees.



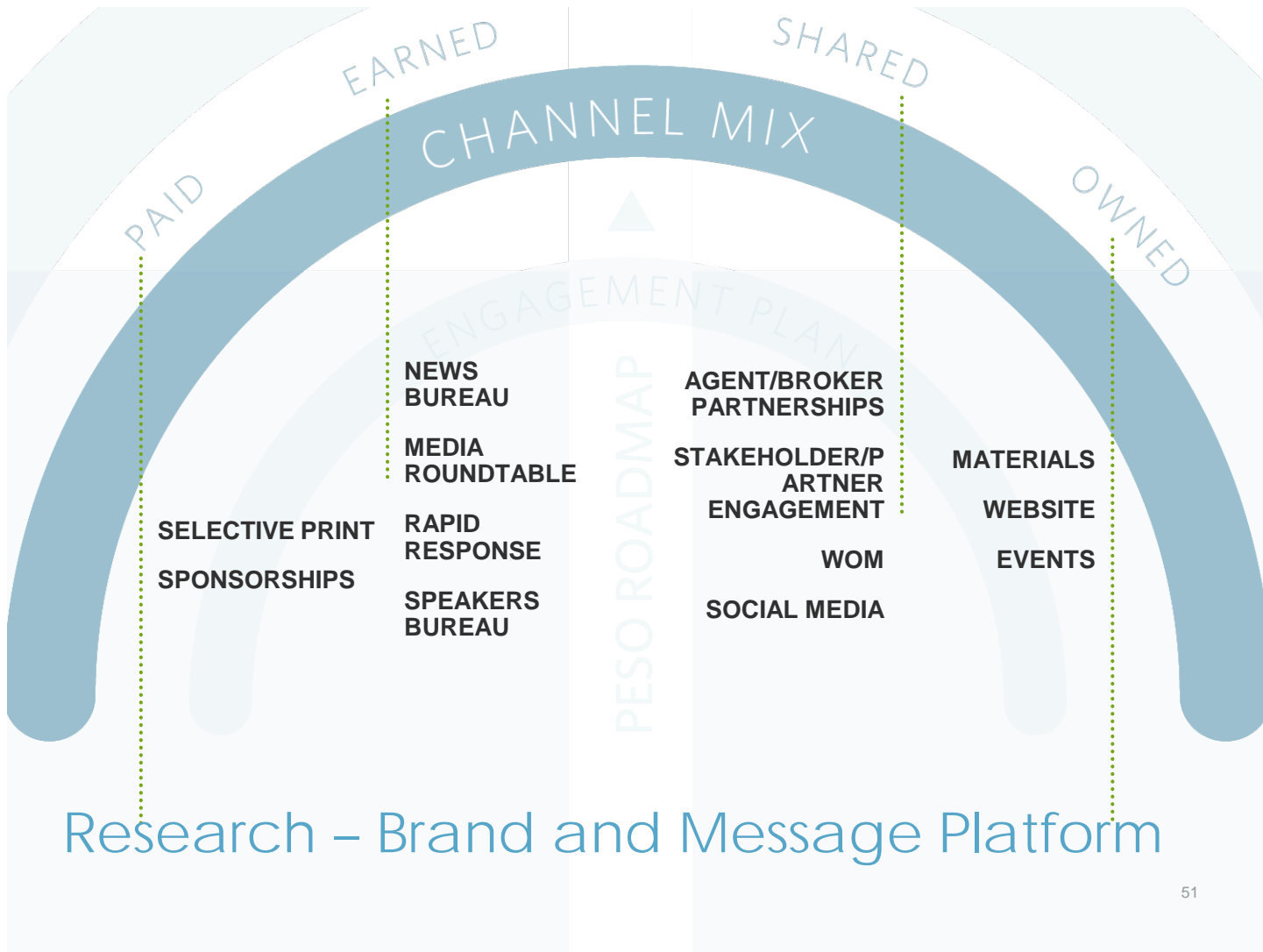
For more information, call ABC Insurance at 501-123-4567.

myARinsurance.com

Co-Branded
Agent/Broker
Brochure

Campaign Snapshot





Deep Dive: Agent/Broker Engagement

- Regional launch events
- Electronic toolkit
- Webinars
- Newsletter

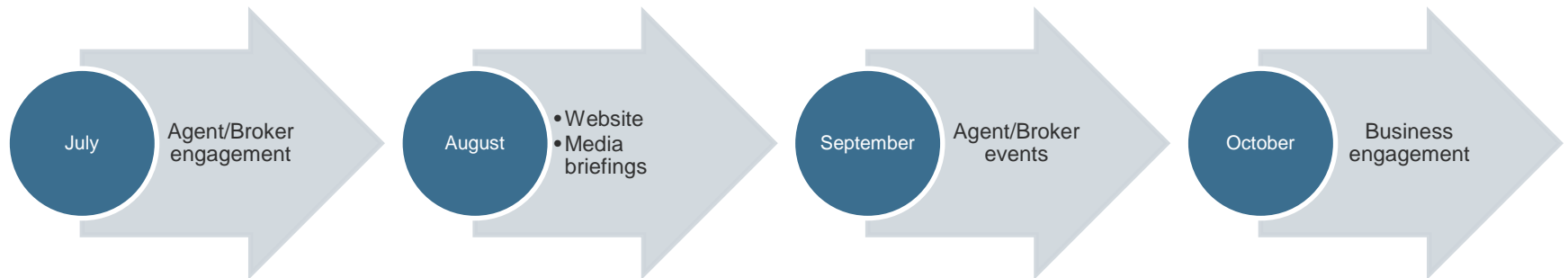


Deep Dive: Digital Engagement

- Robust website for employers, agents/brokers and employees
 - Screener
 - Calculator
 - Search tool
 - Educational tools for employers



A Staged Launch



Questions

