

Quick turnaround deck shared in 11:30am May 3, 2024 meeting

CUSTOMER RESEARCH, EXPERIENCE & ADVOCACY (CREA)

2024 BRAND CAMPAIGN TESTING

Insights from the BCBSMA/C Space Idea Exchange
Community and additional out-of-community sample

THE ASK

The brand team has engaged their agency (A&G) to develop a new campaign. The existing campaign has been in market for over two years and has performed well, but BCBSMA has new opportunity from an internal perspective and external perspective.

This test serves as a check to:

- Confirm that the brand-level messages are coming through clearly
- Confirm the messages are received positively by audiences
- Measure performance against brand benchmarks
- Confirm communications are relevant to diverse audiences

Findings will be used to validate the campaign direction and suggest minor tweaks.

THE APPROACH – 2024 BRAND CAMPAIGN TESTING

To ensure results were comparable to the prior ad tests, two sample sources were used:

- **BCBSMA Community**: Respondents from BCBSMA/C Space Idea Exchange online community (Commercial and Medicare)
- **Out of Community (OOC)**: Respondents recruited by C Space from supplemental panel sources, age 18+, Massachusetts residents



Fielding dates: 4/22/24 to 4/29/24	Total	BCBSMA Community	OOC Sample
BCBSMA Member	242	189	53
Non-member	201	52	149
Total	443	241	202

NOTES: Statistically significant differences highlighted are ($p < .05$).
Survey results are qualitative in nature and should be used for directional purposes only

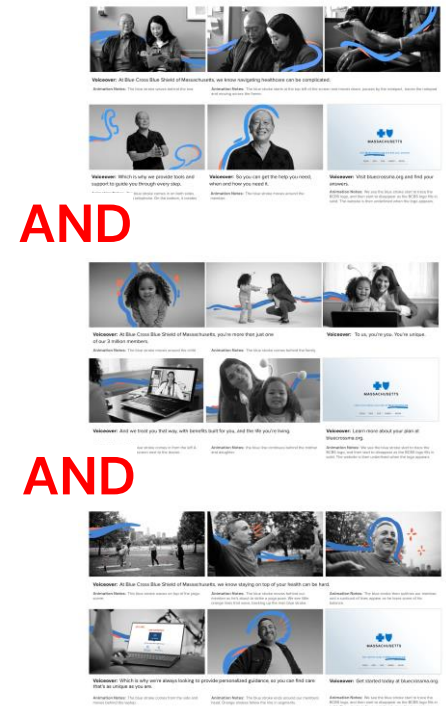
STIMULI TESTED

Respondents saw **the :30 video** and provided detailed feedback; respondents were asked about possible actions expected to take after seeing the advertisement. Then participants viewed each of **three :15 storyboards** (viewing order varied) and answered feedback questions to collect further insight on the cut-down versions.

:30 Video



:15 storyboards



Support

AND

Benefits & Resources

AND

Care Navigation

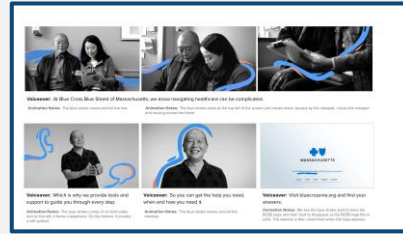
EXECUTIVE SUMMARY: KEY FINDINGS

CONSISTENT THEMES EMERGE ACROSS THE VIDEO AND STORYBOARDS

:30 Video



:15 Support



:15 Benefits & Resources



:15 Care Navigation



Across all content the following stood out:

- Positive tone and message
- BCBSMA cares about their consumers' unique needs and is here to support them
- Generic content missing the how and what (e.g., confusion on what the actual offerings are, wanting clarity on how offerings will be customized)
- The blue and orange animated line was distracting to a small minority*; others were unclear on its purpose

Key Takeaways Unique to Each Ad

Diversity makes people feel seen & represented

BCBSMA guides consumers through a complex system

Highlights online access to support

Viewers see their health needs reflected through relatable elements (e.g., man doing yoga)

Initial Reactions

(T2B; very/somewhat positive)

75%

68%

67%

63%

Relevancy

(T3B; extremely/very/somewhat relevant)

75%

70%

68%

69%

% who identify areas of confusion

12%

15%

12%

14%

3-in-4 think BCBSMA is doing more for them after viewing the campaign

EXECUTIVE SUMMARY: KEY TAKEAWAYS



Visuals

Diverse representation of family types, ages, races, etc. is well received. It makes viewers feel **heard and seen while creating an authentic and supportive tone**. The diversity also underscores BCBSMA's overall goal of demonstrating the **personalization of offerings and treating customers as individuals** with unique needs.

The **blue and orange animation** is distracting or unclear in purpose for a small minority.

Maintain the inclusive feel to highlight key brand perception goals of customized offerings and treating customers as individuals.



Content

However, viewers want **more information on the specifics** i.e., what is actually being personalized and what customized offerings could look like.

Without examples, the campaign feels somewhat **vague and doesn't succeed in standing out** from other ads.

Build trust and believability with viewers by demonstrating how BCBSMA will meet their consumers' unique needs with examples of customized benefits and tools.



Impact

The campaign confirms for viewers that **BCBSMA exhibits many positive attributes** and **can do more** than they previously thought.

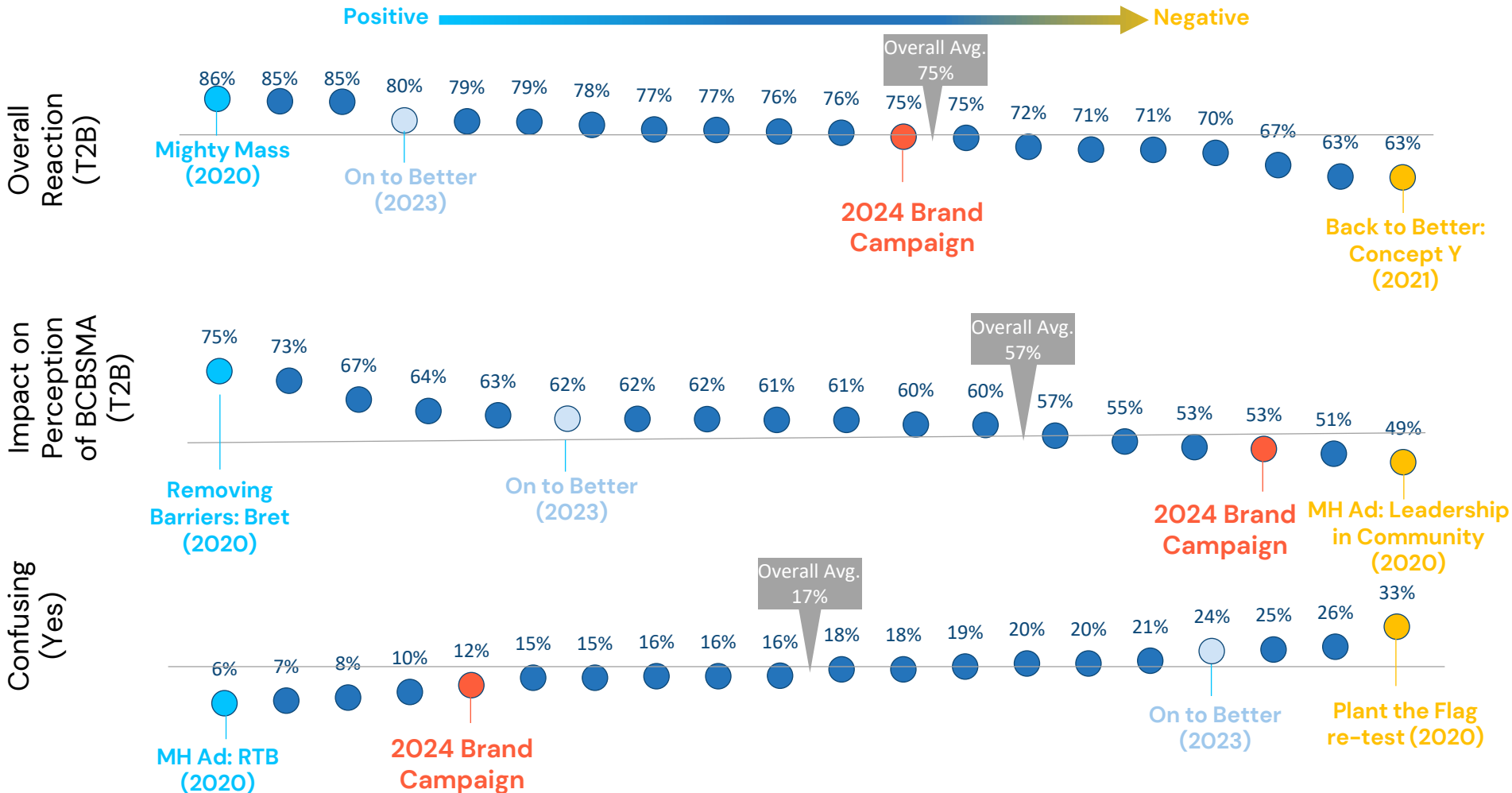
After viewing, roughly 1-in-4 would **visit the BCBSMA website**, but half felt no call to action from the campaign.

Despite positive reactions on par with past BCBSMA ads, viewers report **lower impact** on their perception of BCBSMA.

Strengthen the call to action by offering the specific information they can expect to find by visiting the website.

EXECUTIVE SUMMARY: AD PERFORMANCE BENCHMARKS

2024 Brand Campaign :30 Video aligns with other BCBSMA ads for viewer reaction and excels for clarity yet has lower positive impact on BCBSMA perception.



2024 Brand Campaign in April 2024 is in the middle of the pack for overall reactions

2024 Brand Campaign in April 2024 has lower positive impact (less change) on BCBSMA perceptions compared to most BCBSMA ads.

2024 Brand Campaign in April 2024 has lower levels of confusion compared to most BCBSMA ads.

**DETAILED FINDINGS:
:30 VIDEO**





BY ACKNOWLEDGING AND APPRECIATING EVERYONE'S UNIQUE NEEDS, VIEWERS FEEL SEEN AND HEARD



And viewers see BCBSMA as an inclusive, supportive, and authentic healthcare provider

Main Messages (Unaided OE, N=443)

- ✓ **BCBSMA is for everyone** (e.g., all ages, all health statuses) and has tailored healthcare options to cater to people's unique needs
- ✓ **BCBSMA values their customers** – they see their customers as real human beings with unique needs and not just as a number
- ✓ **BCBSMA is here to help** people achieve their health goals so they can live their best, most fulfilled life

*"Just as each individual has unique traits, they have **unique health needs** as well. BCBSMA provides **personalized care plans** for individual needs." – Man, Nonmember, Commercial, Asian/PI, 40-54*

*"We value you as **more than just a customer**." – Woman, Member, Commercial, Asian/PI, 25-39*

*"The overall message is that **BCBS supports your needs so you can live a fulfilling life**." – Woman, Nonmember, Commercial, Black/AA, 25-29*

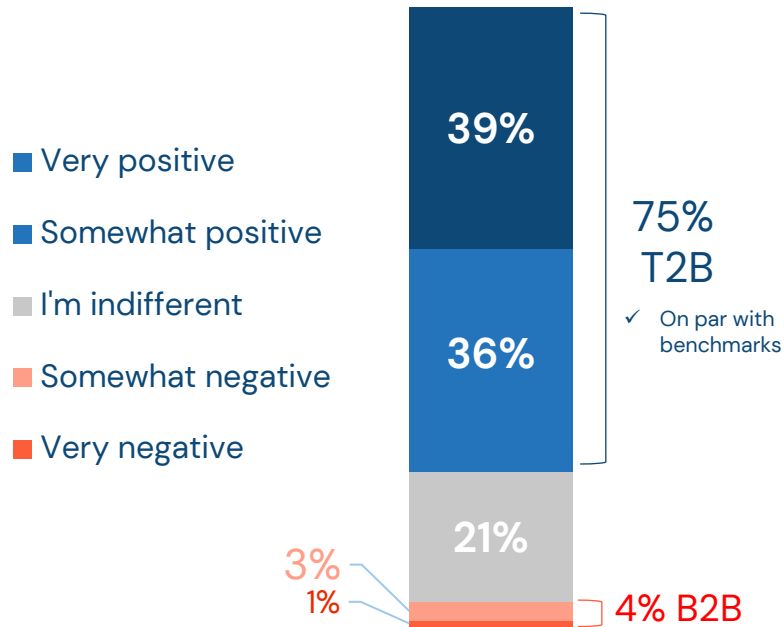


THE VIDEO'S WELCOMING, INCLUSIVE TONE AND VISUALS MAKE VIEWERS FEEL LIKE BCBSMA IS THERE TO ACKNOWLEDGE AND SUPPORT THEIR UNIQUE NEEDS



Reasons why (Unaided, N=443).

Overall Reaction to Video (5-pt scale, N=443)



75% very / somewhat positive

- ✓ Overall tone (including the music) is upbeat, supportive, and encouraging
- ✓ Diversity makes people feel seen and represented – inclusive representation of individuals and families also indicates BCBSMA would personalize offerings for their specific needs
- ✓ People feel like BCBSMA is genuine – they really care about their customers

*"I liked the message of **tailored care** to individual needs. I liked the **tone of the ad; upbeat music** and the blue line moving around the people."* – Man, Member, Medicare, White/Caucasian, 65+

*"I appreciated that it acknowledged that subscribers will have **different healthcare needs** from one another. I appreciated that it showed a **diversity of families and individuals.**"* – Man, Member Commercial, White/Caucasian, 25-39

4% very / somewhat negative

- A few find the blue graphic distracting and people are unsure of its purpose
- A couple thought the video was too vague, generic, and boring – it lacks specificity on the benefits and how it differs from other plans
- A couple feel ads in general are too focused on diversity

*"I found the **wavy blue line throughout the ad very distracting**, and it took away from the message because my eye kept going to the line hoping it would stop."* – Woman, Nonmember, Medicare, White/Caucasian, 65+

*"It **doesn't list concrete reasons to use BCBS**. It took 15 seconds to mention tools to select a doctor and that was the only benefit listed."* – Man, Member, Commercial, White/Caucasian, 55-64

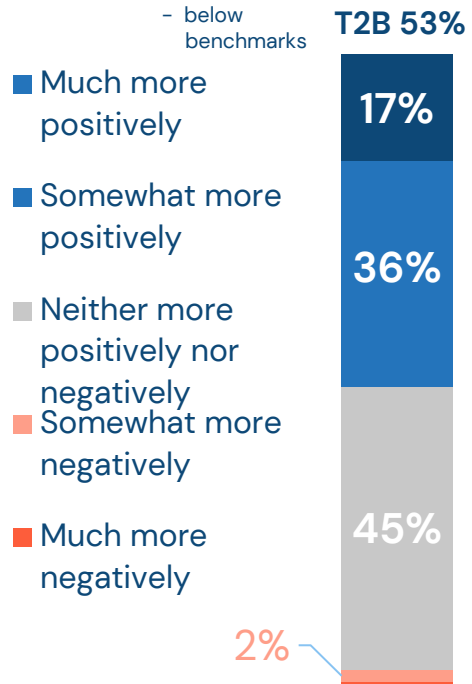
Overall Reaction	Benchmarks	
	Overall Ave T2B	2023 Campaign
	75%	80%
See Appendix for details		



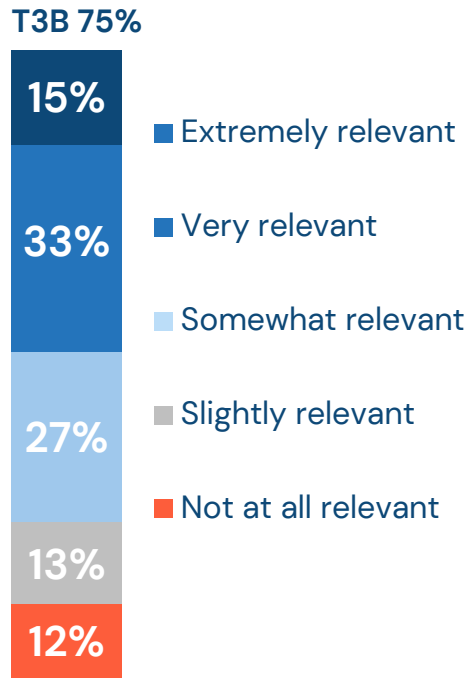
THE VIDEO LEAVES A POSITIVE TO NEUTRAL IMPRESSION OF BCBSMA



Impact on BCBSMA Perception (5-pt scale, N=443)



Relevance (5-pt scale, N=443)



BCBSMA Attributes after viewing video (%Somewhat/Strongly Agree, 5-pt scale, N=443)

Attribute	T2B
... treats members as individuals with unique needs	79%
... designs benefits and resources around member needs	77%
... is a resource members can turn to in helping navigate their healthcare journey	76%
... takes care of members and their families when they need it most	73%
... helps members to get the most from their plan	71%
... empowers members to make better decisions about their health and wellbeing	71%
... is a trustworthy company	70%
... proactively makes suggestions to members that improve their health care	61%

BCBSMA Perception	Benchmarks	
	Overall Ave T2B	2023 Campaign
	57%	62%

See Appendix for details

BLUE CROSS BLUE SHIELD OF MASSACHUSETTS | CONFIDENTIAL - NOT FOR DISTRIBUTION



Viewers aged 25-54 report significantly more positive impact on BCBSMA perception, and 25-54 & Black/AA audience feels higher (T2B) relevance. See Appendix for details.

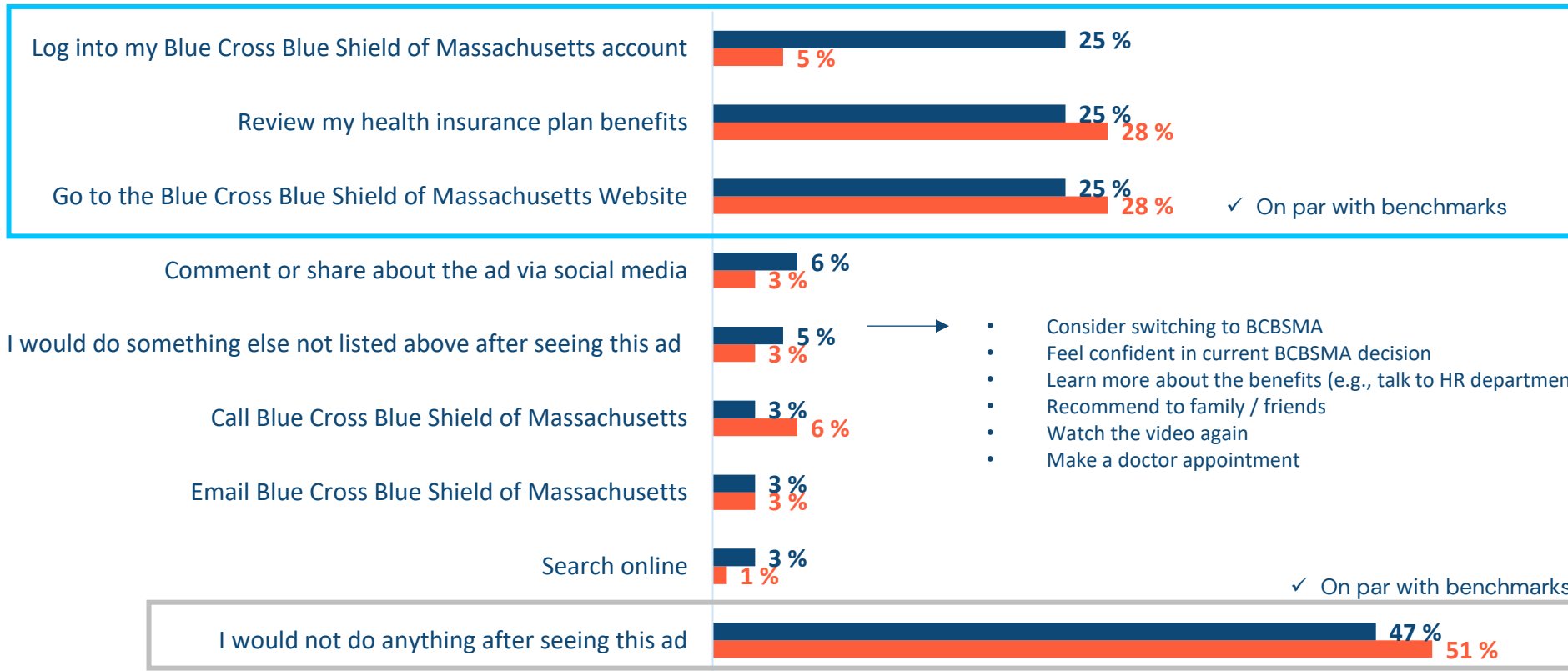


THE VIDEO PROMPTS ABOUT 1 IN 4 VIEWERS TO REVIEW AND RE-EVALUATE THEIR INSURANCE; MORE SPECIFICITY ON OFFERINGS COULD SPUR FURTHER ACTION



Anticipated Actions Upon Seeing Video (multi-select, N=443)

■ BCBSMA Member ■ Nonmember



- Consider switching to BCBSMA
- Feel confident in current BCBSMA decision
- Learn more about the benefits (e.g., talk to HR department)
- Recommend to family / friends
- Watch the video again
- Make a doctor appointment

- ❖ Viewers aged 25–54 are more likely to take action (See Appendix for details).
- ❖ Hispanic viewers are more likely to review their health benefits (51%).
- ❖ Asian viewers are more likely to go to the BCBSMA website (36%).
- ❖ Viewers with B3B Health Status are more likely to do nothing (54%).



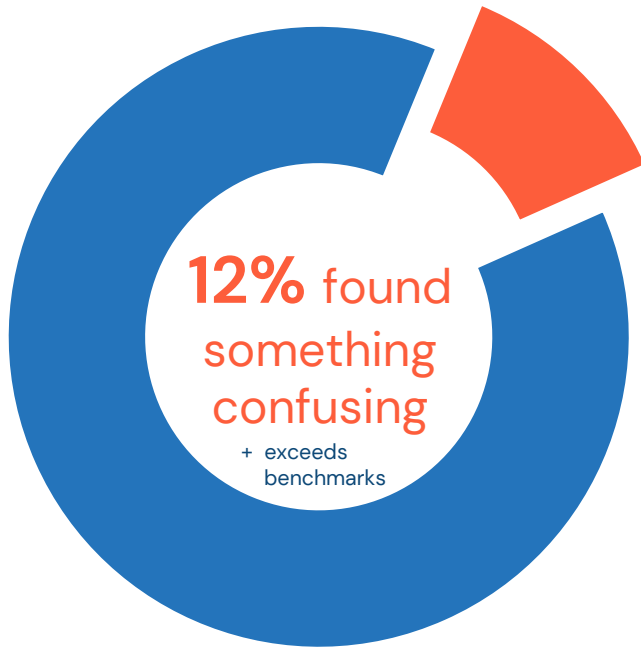
WHILE MOST VIEWERS FIND THE VIDEO CLEAR, A SMALL MINORITY WANTS MORE SPECIFICITY ABOUT WHAT BCBSMA CAN DO FOR THEM



Some are also unclear on what the blue animation is meant to represent.

Clarity & Confusion

(Yes/No with OE, N=443)



- I do not find anything confusing or unclear (n=388)
- I find the following confusing or unclear (n=55)

What are the actual offerings?

Viewers are left wondering **what the benefits** of BCBSMA would actually be? They're **unclear on the tools, costs**, and generally what the service would look like in their life.

What's the purpose of the animation?

Some viewers wonder **what the blue and orange line was meant to symbolize**. Others saw it as **distracting** – something that took away from the message rather than added to it.

How will benefits be customized?

Others heard the promise of personalization but found **details on how and what would be customized lacking**.

"I'm not sure what the actual services are – it's all very generic like, 'your insurance plan is doing more for YOU' but unclear what exactly they're doing that's different/new/novel compared to others or what they previously offered." – Woman, Nonmember, Commercial, Asian/PI, 25-39

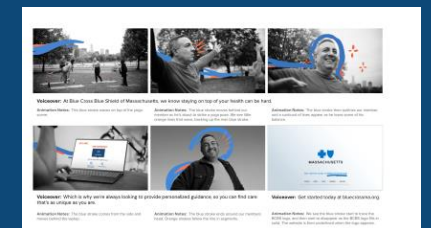
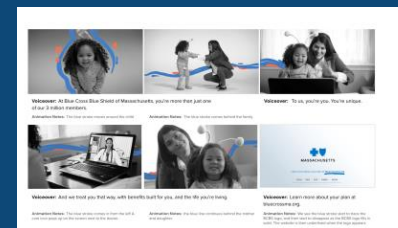
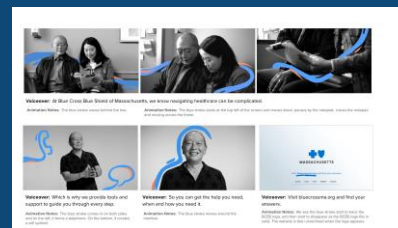
"The blue line that travels across all images was distracting. Health insurance isn't a whimsical or arty topic, not sure to what end you hope [...] to trick folks into thinking the company is something other than a business that makes huge profits?" – Woman, Member, Commercial, White/Caucasian, 40-54

"What kinds of help BCBS could provide me. Is it online support, articles, someone to help me? It wasn't totally clear how my care could be personalized and what tools are available." – Man, Member, Commercial, Asian/PI, 25-39

Confusing	Benchmarks	
	Overall Ave	2023 Campaign
	17%	24%



DETAILED FINDINGS: :15 STORYBOARDS



ACROSS ALL 3 STORYBOARDS, REACTIONS ARE GENERALLY POSITIVE, AND THE MESSAGES ARE RELEVANT AND CLEAR

:15 Support



:15 Benefits & Resources

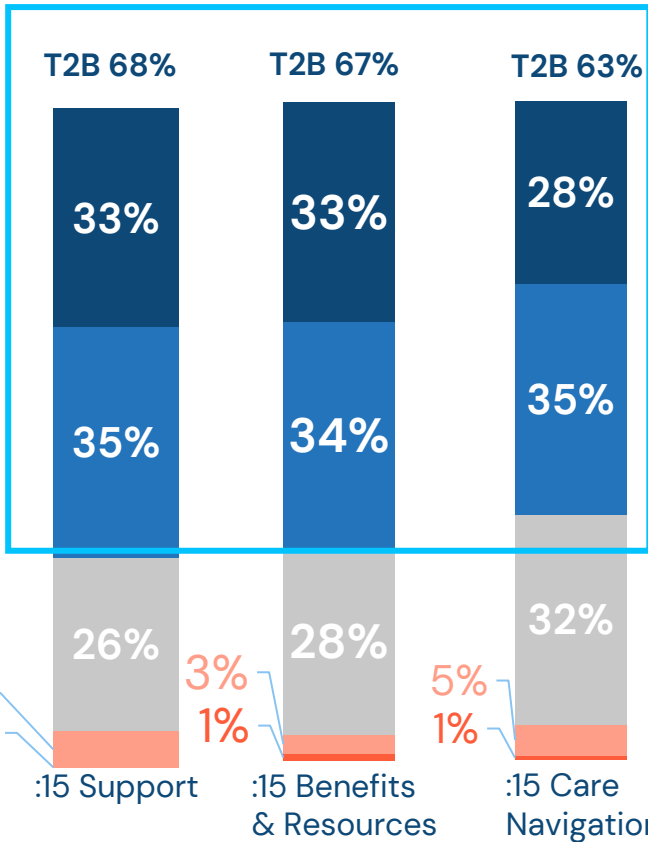


:15 Care Navigation

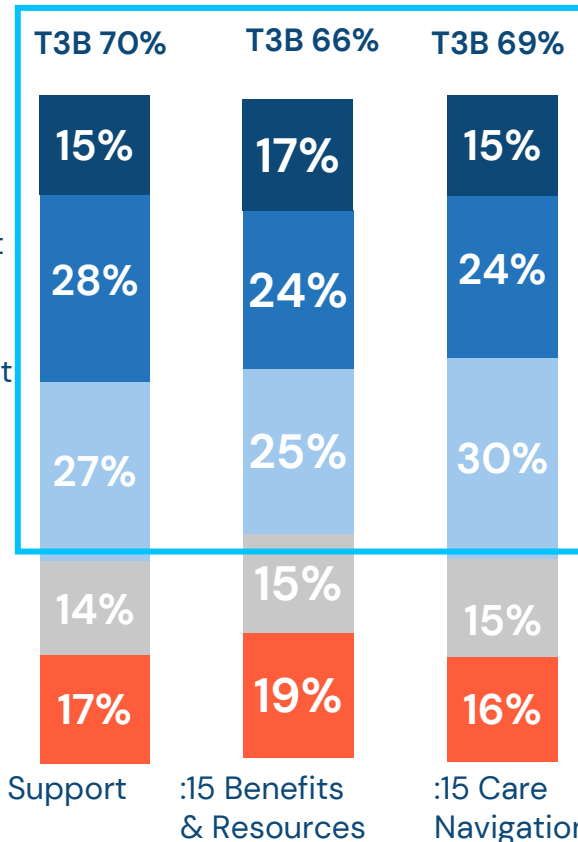


- Very positive
- Somewhat positive
- I'm indifferent
- Somewhat negative
- Very negative

Overall Reaction (5-pt scale, N=443)



Relevance (5-pt scale, N=443)



Confusion
(Yes/No, N=443)

85%
found this storyboard clear
:15 Support

88%
found this storyboard clear
:15 Benefits & Resources

86%
found this storyboard clear
:15 Care Navigation

*Chart totals over 100% due to rounding
SOURCE: 2024 Brand Campaign Test (April 2024)
Blue idea exchange/Medicare idea exchange + OOC Sample Boost (N=443)

STORYBOARDS SUCCESSFULLY BROADCASTS A POSITIVE VIEW OF BCBSMA SUPPORTING MEMBERS AND OFFERING PERSONALIZED SUPPORT

Most room for optimization lies in adding specifics

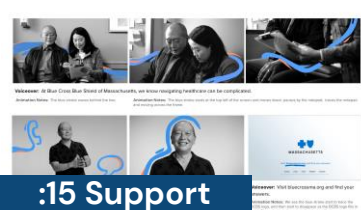
Storyboard Positives (majority of viewers)

- ✓ Positive messaging shows that **BCBSMA cares and is here to help**
- ✓ BCBSMA **prioritizes personalized member experience**
- ✓ **BCBSMA can help** with a complicated healthcare system
- ✓ Highlighting **online access to care** and support
- ✓ The focus on the **individual and customized tools** is appealing

Call-outs from viewers with less positive reaction (small number of viewers)

- Message about unique and personalized service is **not believable & lacks specifics**
- Ad feels **generic with no stand-out qualities or insurance offerings** highlighted
- Generic information without specifics – viewers are hooked by claims of support and individualized care, but **the promise seems empty** without details
- Blue streak is not appealing to a small number across each





THE SUPPORT STORYBOARD DEMONSTRATES BCBSMA AS A GUIDING FORCE FOR NAVIGATING THROUGH HEALTHCARE SYSTEM COMPLEXITIES



Similar to the video, viewers want more of the 'how'

Main Messages (Unaided OE, N=443)

Healthcare is complex. BCBSMA is here to help me, with tools to make navigating healthcare easier.

"BCBS is here to help me with my family's unique healthcare needs and situations. Navigating the healthcare system is not easy, but they are here to help.." – Man, Member, Commercial, Asian/PI, 25-34

"Blue Cross can help you with your health care questions." – Man, Nonmember, Medicare, White/Caucasian, 65+

BCBSMA is ready to meet the unique needs of individuals.

"You get wrap around service from the company." – Woman, Nonmember, Medicare, Black/AA, 65+

"Assistance and guidance on every step of your healthcare journey." – Woman, Nonmember, Commercial, White, 35-54

Clarity & Confusion (Yes/No with OE, N=443)

85%
found this storyboard clear

15% found something confusing

- Lacks specificity about the tools and benefits offered
- The purpose of the blue streak
- The relationship between the people in the storyboard and how they relate to BCBSMA tools and supports is unclear

"None of the ads really tell you exactly what services set them apart. I wish there was a screen shot of a few examples to intrigue you into going to the website." – Woman, Member, Commercial, Asian/PI, 35-54

"What does BCBSMA actually offer – is it anything I wouldn't normally expect from any other health insurance company?" – Man, Member, Commercial, White/Caucasian, 25-34

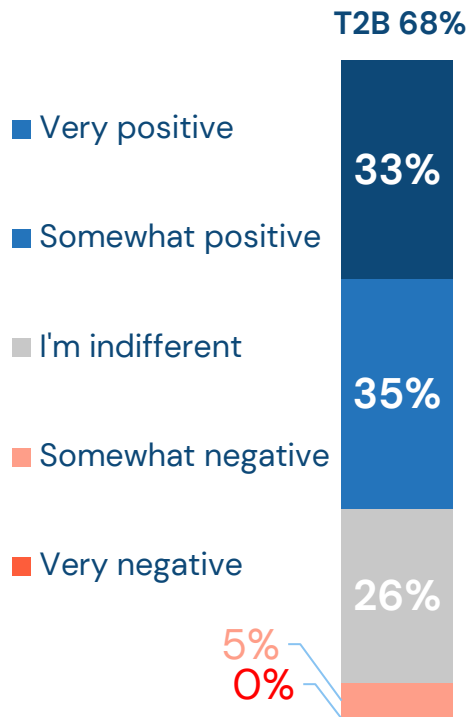


MAJORITY FEEL POSITIVE TOWARD THE SUPPORT STORYBOARD, AS BCBSMA IS ACKNOWLEDGING THEIR REALITY OF STRUGGLING THROUGH A COMPLEX SYSTEM



But recognition only goes so far – viewers want concrete examples of support

Overall Reaction
(5-pt scale, N=443)



Relevance
(5-pt scale, N=443)



Reasons why
(Unaided OE, N=443)

68% very / somewhat positive

- ✓ Overall **positive message and imagery**
- ✓ **BCBSMA can help** with a complicated healthcare system
- ✓ **BCBSMA cares about individual needs**
- ✓ Image of **aging parent resonates** for some

*"I like that this company **helps you navigate healthcare** which can be complicated." – Woman, Nonmember, Medicare, White/Caucasian, 65+*

5% very / somewhat negative

- Message is **not believable or confusing**
- Content is **too generic, not informative**
- **Blue streak is not appealing**
- A few feel negatively about **implication an older person needs help from younger**

*"Seems super **generic** & unbelievable – **doesn't actually provide any detail** on what they can actually do, just directs you to website. Feels like a very pointless ad." – Woman, Nonmember, Asian/PI, Commercial, 35-54*

*Chart totals over 100% due to rounding
SOURCE: 2024 Brand Campaign Test (April 2024)
Blue idea exchange/Medicare idea exchange + OOC Sample Boost (N=443)





BCBSMA TREATS PATIENTS AS UNIQUE INDIVIDUALS RATHER THAN A NUMBER

They help members find the unique support they and their families need



Main Messages (Unaided OE, N=443)

Members have unique needs and are more than just a number. BCBSMA is there for members, providing specialized care and support.

"You are unique, and we treat you as such with the range of products we offer."
– Woman, Non-member, Commercial, White/Caucasian, 35–54

"BCBS is here to help take care of my and my family's unique health needs. I am more than 1 in however many people they serve."
– Man, Member, Commercial, Asian/PI, 25–34

BCBSMA can support the needs of you AND your family.

"BCBS has many ways to meet your family's health care needs whether in person or online."
– Woman, Member, Commercial, Black/AA, 55–64

"Help you to find the best plan for you and your family."
– Woman, Non-member, Medicare, White/Caucasian, 65+

Clarity & Confusion (Yes/No with OE, N=443)

12% found something confusing

- Specifics behind how BCBSMA will personalize experiences & services
- Goal and key message of ad
- Purpose of blue & orange designs

"What reason do I have to take any action after viewing this ad? Is this supposed to make me buy BCBSMA? What does it offer?" – Man, Member, Commercial, White/Caucasian/Middle Eastern/North African, 25–34

"It doesn't tell me about anything new or any new tools. When I pick a BCBS benefits plan through my employer, I choose from a menu of 3 plans. I don't feel very unique, so this message seems to contradict reality." – Woman, Member, Commercial, Multiracial/Multi-ethnic, 35–54

88%
found this storyboard clear

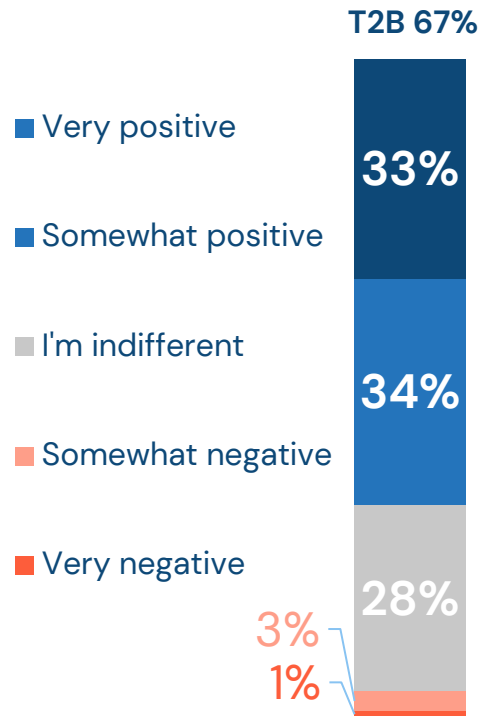




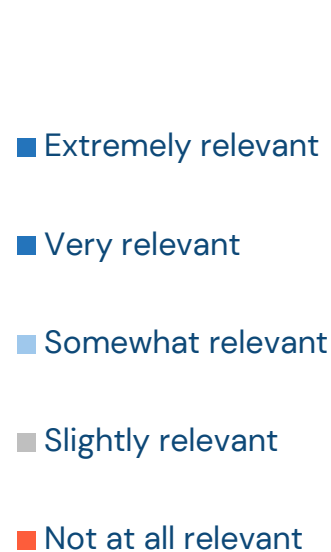
MAJORITY FEEL POSITIVE TOWARD THE BENEFITS & RESOURCES STORY BOARD, AS A PERSONALIZED HEALTHCARE EXPERIENCE TRANSLATES TO 'BCBSMA CARES'



Overall Reaction (5-pt scale, N=443)



Relevance (5-pt scale, N=443)



Reasons why (Unaided OE, N=443)

67% very / somewhat positive

- ✓ BCBSMA prioritizes personalized member experience
- ✓ Family-oriented visual is heartwarming and shows diversity of care services
- ✓ Positive messaging shows that BCBSMA cares
- ✓ Highlighting online access to care and support

"Mother and child being able to visit a physician online/Telehealth. This gives families options whereas before you needed to drive to the doctor's office to see your health care provider." - Woman, Member, Commercial, Black/AA, 55-64

"I like the way BC/BSMA is being depicted as a company that cares about each of its individual members." - Man, Member, Medicare, White/Caucasian, 65+

4% very / somewhat negative

- Message about unique and personalized service is not believable & lacks specifics
- Ad feels generic with no stand-out qualities or insurance offerings highlighted

"I think it's deceptive. BCBSMA has a limited range of plans. Nothing is tailored for the individual. At all. Neither prices, nor benefits, nor policies. Everything is standardized. How, then, does it treat me as an individual?" - Woman, Member, Medicare, Multiracial/Multi-ethnic, 65+

"This feels disingenuous - is my plan really designed "for me" or just what my company decides to offer in their corporate plan. Don't like this - feels very generic insurance nonsense." - Woman, Nonmember, Commercial, Asian/PI, 35-54





PERSONALIZED GUIDANCE COMES THROUGH LOUD AND CLEAR



But some members are confused what the personalized guidance includes and how BCBSMA will deliver it

:15 Care Navigation

Main Messages (Unaided OE, N=443)

BCBSMA offers personalized guidance for members' unique healthcare needs.

"You are unique and BCBS cares about your health and offers personal guidance for your healthcare needs." – Female, Member, Commercial, White, 35-44

"BCBS provides personalized assistance to ensure you get individualized and specialized care." – Female, Member, Commercial, Black/AA, 35-54

BCBSMA is there to help members stay healthy.

"BCBS is there to help members stay healthy in a variety of ways." – Female, Member, Commercial, Asian, 55-64

"BC will help you identify ways to keep healthy. The inference is that you will have coverage for that." – Female, Nonmember, Medicare, White, 65+

Clarity & Confusion (Yes/No with OE, N=443)

14% found something confusing

- Not enough details on what personalized guidance entails and how BCBSMA provides it
- Purpose of blue/orange lines

86% found this storyboard clear

"What personalized guidance does BCBS provide? I can tell that I need to go to my online account to figure it out, but it's not clear from the commercial." – Man, Member, Commercial, White/Caucasian, 25-34

"BCBSMA can help us online, but how can you help us as a unique customer?" – Woman, Member, Commercial, Asian/PI, 35-54

"The blue and orange graphics are distracting, purposeless." – Man, Nonmember, Commercial, White/Caucasian, 55-64



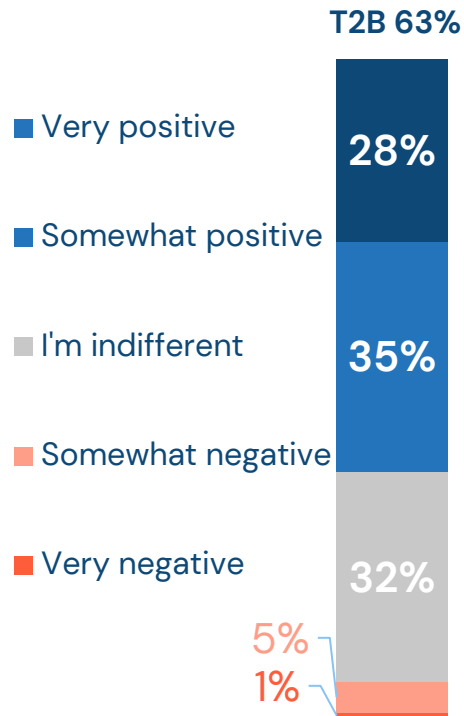


MAJORITY FEEL POSITIVE TOWARD THE CARE NAVIGATION STORYBOARD

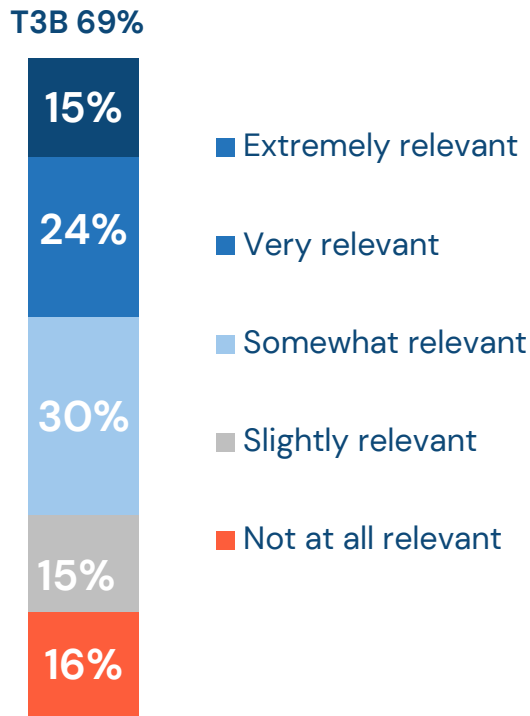
It feels relatable and motivates them to take control of their health with BCBSMA's personalized guidance



Overall Reaction (5-pt scale, N=443)



Relevance (5-pt scale, N=443)



Reasons why (Unaided OE, N=443)

63% very / somewhat positive

- ✓ Viewers relate to the man in the campaign as they see their **interests** (e.g., being active, yoga) and **health needs reflected**
- ✓ They feel **motivated to take control** of caring for their health especially with **BCBSMA providing guidance**
- ✓ The focus on the **individual and customized tools** is appealing
- ✓ Overall **light, welcoming, and wholesome** tone

*"That Blue Cross and Blue Shield always **provides guidance for personalized care** unique as every individual." – Man, Member, Commercial, White/Caucasian, 55-64*

*"The way the blue stroke is incorporated signifies **BCBS is there to help navigate the journey.**" – Woman, Member, Commercial, White/Caucasian, 55-64*

6% very / somewhat negative

- **Generic information without specifics – viewers are hooked by claims of support and individualized care, but the promise seems empty without details**

*"Once again, there's **no content.** Things are hard – we'll guide you. What does that mean? **How?** And it doesn't get me interested enough to even want to find out." – Woman, Member, Commercial, White/Caucasian, 25-39*

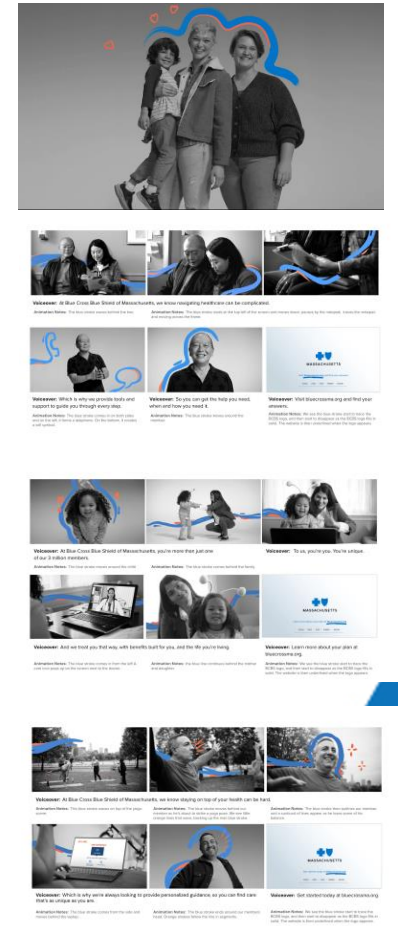
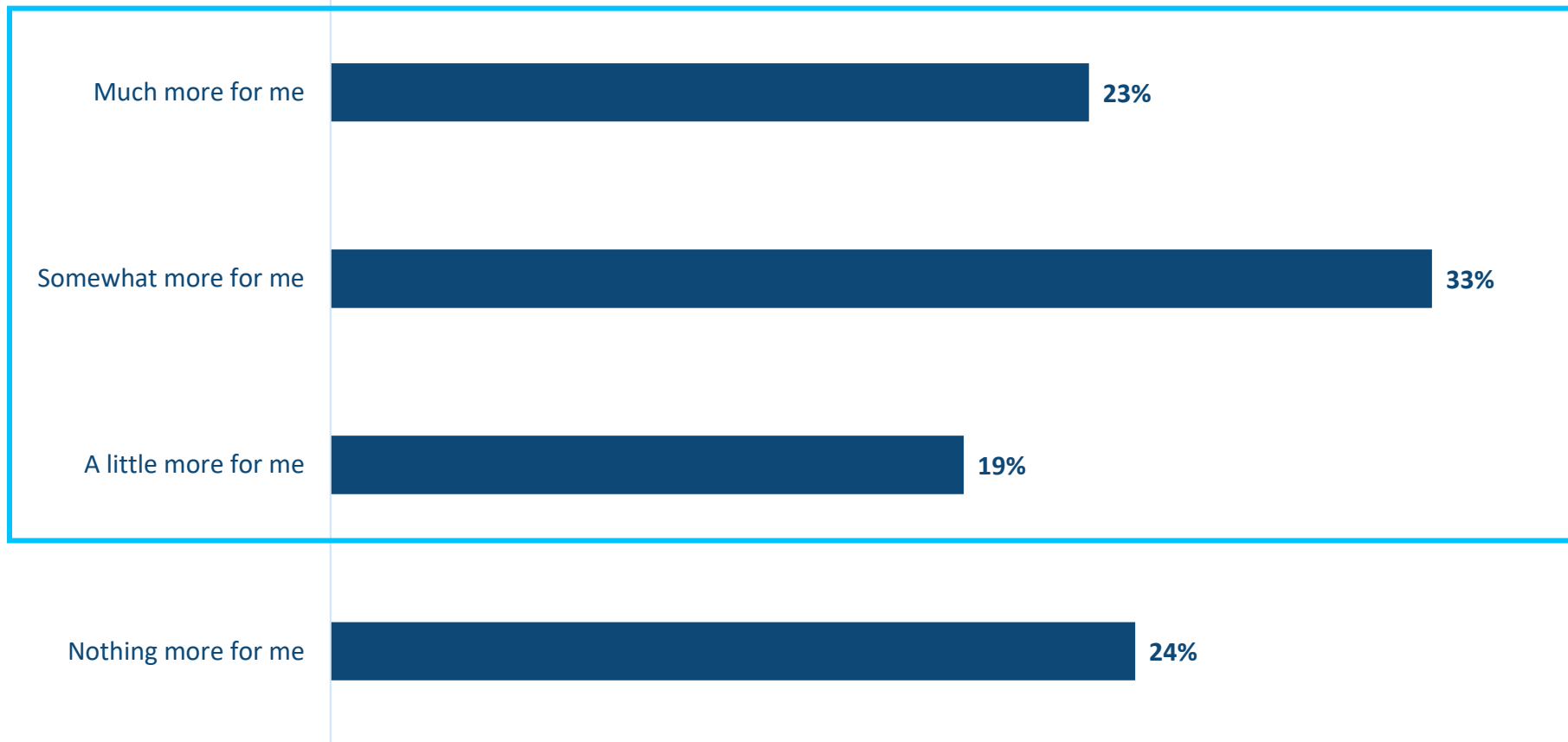
BLUE CROSS BLUE SHIELD OF MASSACHUSETTS



WRAPPING IT UP

AFTER VIEWING THE ENTIRE CAMPAIGN (VIDEO + 3 STORYBOARDS), 3-IN-4 THINK BCBSMA IS DOING MORE FOR THEM

After Brand Campaign Exposure – Overall Impression
(Single-select, N=443)



APPENDIX

EXECUTIVE SUMMARY: KEY AUDIENCES

The campaign performs particularly well with **target age, lower health status and some non-white subgroups**. No key audiences expressed concern or offense. The campaign underperforms for the older audience on a few metrics.



How did the campaign perform among target audiences?

Views campaign more positively (compared to others in category)

Aged 25-54 (compared to older audience)
A highly receptive audience that resonates with the entire campaign: More positive reaction, higher rates of positive brand impact, higher rates of relevance and most likely to take action after viewing the ad (i.e., review health benefits, visit website)

Lower Health Status (B3B, 5-pt scale)
(compared to Higher Health Status audience)
A highly receptive audience that resonates with most content: Reacts positively and feels higher rates of relevance

Black/AA & Hispanic
(compared to White/Caucasian audience)
A highly receptive audience that resonates with most content: Reacts positively and feels higher rates of relevance

Views campaign similarly (compared to others in category)

Less Engaged in Healthcare
(0-7, 10-pt scale)
(compared to High Healthcare Engagers)
A passive audience: Responds positively to the content, yet less likely to take action after viewing the video

Prospective/Nonmembers
(compared to BCBSMA Members)
Not a unique audience: mostly mirrors the members, except for clarity. Nonmembers are less likely to report confusion.

Views campaign less positively (compared to others in category)

Senior audience (Aged 65+)
(compared to younger audience)
Less receptive audience: Lower rates of relevance and most were not inspired to take action after the video

VIEWERS AGED 25-54 REACT MORE POSITIVELY FOR THE :15 STORYBOARDS AND FEEL ALL CONTENT HAS GREATER RELEVANCE



	Overall Reaction (5-pt scale, T2B shown)			Relevance (5-pt scale, T2B shown)		
	Total Aggregate	Age 25-54	All Others	Total Aggregate	Age 25-54	All Others
N=	443	217	226	443	217	226
:30 Video	75 %	78 %	72 %	48 %	55 %	41 %
:15 Support	68 %	75 %	61 %	43 %	50 %	35 %
:15 Benefits & Resources	67 %	75 %	60 %	42 %	53 %	31 %
:15 Care Navigation	62 %	68 %	57 %	40 %	47 %	32 %

Significantly higher than age groups combined

VIEWERS AGED 25-54 ARE MORE LIKELY TO ACT AFTER SEEING THE VIDEO



Anticipated Actions Upon Seeing :30 Video (Multi-select)

	By Target Age		
	Total Aggregate	Age 25-54	All Others
N=	443	217	226
Review my health insurance plan benefits	26 %	38 %	15 %
Go to the Blue Cross Blue Shield of Massachusetts website	26 %	35 %	18 %
I would not do anything after seeing this ad	49 %	34 %	63 %
Log into my Blue Cross Blue Shield of Massachusetts account	16 %	26 %	6 %
Comment or share about the ad via social media (Twitter, Facebook, Instagram)	5 %	8 %	1 %
Call Blue Cross Blue Shield of Massachusetts	4 %	7 %	2 %
Email Blue Cross Blue Shield of Massachusetts	3 %	4 %	1 %
Search online for (please specify):	2 %	1 %	2 %
I would do something else not listed above after seeing this ad (please specify):	4 %	1 %	6 %

Significantly higher than age groups combined

BCBSMA ATTRIBUTES AFTER VIEWING :30 VIDEO



Total Sample
(5-pt scale, N=443)

Blue Cross Blue Shield of Massachusetts...	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	T2B	B2B
... treats members as individuals with unique needs	43 %	36 %	17 %	3 %	1 %	79 %	4 %
... is a trustworthy company	33 %	37 %	26 %	2 %	1 %	70 %	3 %
... takes care of members and their families when they need it most	33 %	40 %	22 %	4 %	1 %	73 %	5 %
... helps members to get the most from their plan	35 %	36 %	24 %	4 %	1 %	71 %	5 %
... empowers members to make better decisions about their health and wellbeing	32 %	39 %	25 %	4 %	1 %	71 %	5 %
... proactively makes suggestions to members that improve their health care	25 %	37 %	31 %	6 %	1 %	62 %	7 %
... designs benefits and resources around member needs	33 %	44 %	19 %	3 %	1 %	77 %	4 %
... is a resource members can turn to in helping navigate their healthcare journey	35 %	41 %	20 %	3 %	1 %	76 %	4 %

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RESPONDENT PROFILE

Total Sample


Age	N=443	
18-24	12	3 %
25-34	75	17 %
35-54	142	32 %
55-64	76	17 %
65+	138	31 %
Gender		
Men	182	41 %
Women	257	58 %
Gender Fluid	1	<1 %
I am: (please specify)	1	<1 %
Prefer not to say	2	<1 %
Health Insurance Provider		
BCBMA Member	242	55 %
Nonmember	201	45 %
Health Status (5-pt Scale)		
Excellent/Very Good Health	241	54 %
Good/Fair/Poor Health	202	46 %
Health Engagement (10-pt Scale)		
Highly Engaged – T3B	290	65 %
All Others	153	35 %

Ethnicity (MS)		
Native American / Alaskan Native / Indigenous American origin	2	<1 %
Asian and/or of Pacific Islander	55	12 %
Black and/or of African origin	40	9 %
Hispanic and/or of Latin origin	39	9 %
Middle Eastern and/or of North African origin	4	1 %
White/Caucasian and/or of European origin	303	68 %
Multiracial / Multi-ethnic	6	1 %
Prefer not to say	2	<1 %
Not listed, I identify as: (please share)	5	1 %


OVERALL REACTION

Overall Reaction by Member vs. Non-Member				
Content	BCBSMA Member (n=242)		Nonmember (n=201)	
	T2B (Positive)	B2B (Negative)	T2B (Positive)	B2B (Negative)
:30 Video	74 %	5 %	76 %	3 %
:15 Support	66 %	7 %	71 %	5 %
:15 Benefits & Resources	67 %	6 %	68 %	3 %
:15 Care Navigation	61 %	6 %	64 %	5 %

Overall Reaction by Ethnicity								
Content	White/Caucasian (n=303)		Asian/PI (n=55)		Black/AA (n=40)		Hispanic/Latino (n=39)	
	T2B	B2B	T2B	B2B	T2B	B2B	T2B	B2B
:30 Video	74 %	4 %	73 %	2 %	80 %	3 %	72 %	5 %
:15 Support	64 %	7 %	71 %	4 %	75 %	3 %	82 %	0 %
:15 Benefits & Resources	63 %	6 %	66 %	4 %	83 %	3 %	77 %	3 %
:15 Care Navigation	59 %	6 %	62 %	4 %	75 %	3 %	80 %	5 %

 Significantly higher than White / Caucasian sample group

Overall Reaction by Age										
Content	18-24 (n=12) *		25-34 (n=75)		35-54 (n=142)		55-64 (n=76)		65+ (n=138)	
	T2B	B2B	T2B	B2B	T2B	B2B	T2B	B2B	T2B	B2B
:30 Video	58 %	0 %	76 %	4 %	79 %	4 %	71 %	3 %	74 %	7 %
:15 Support	75 %	0 %	75 %	1 %	75 %	5 %	67 %	1 %	57 %	12 %
:15 Benefits & Resources	42 %	8 %	69 %	5 %	78 %	3 %	63 %	3 %	60 %	7 %
:15 Care Navigation	67 %	0 %	65 %	1 %	69 %	5 %	66 %	4 %	51 %	9 %


 Significantly higher than 65+ sample group

* Small sample size

NOTE: Statistically significant differences highlighted are (p < .05).

OVERALL REACTION

Overall Reaction by Health Status (5-pt. Scale)				
Content	High Health Status -Excellent/Very Good (n=241)		Lower Health Status - Good/Fair/Poor (n=202)	
	T2B (Positive)	B2B (Negative)	T2B (Positive)	B2B (Negative)
:30 Video	81 %	3 %	68 %	6 %
:15 Support	71 %	6 %	64 %	5 %
:15 Benefits & Resources	72 %	3 %	61 %	7 %
:15 Care Navigation	67 %	4 %	56 %	7 %

 Significantly higher than Lower Health Status sample group

Overall Reaction by Healthcare Engagement (10-pt Scale)				
Content	Highly Engaged – T3B (n=290)		Lower Healthcare Engagers – B7B (n=153)	
	T2B (Positive)	B2B (Negative)	T2B (Positive)	B2B (Negative)
:30 Video	78 %	5 %	69 %	3 %
:15 Support	69 %	7 %	67 %	4 %
:15 Benefits & Resources	71 %	5 %	60 %	3 %
:15 Care Navigation	65 %	6 %	57 %	5 %

 Significantly higher than Lower Healthcare Engagement sample group


* Small sample size

NOTE: Statistically significant differences highlighted are (p < .05).


PERCEPTION OF BCBSMA

Perception of BCBSMA by Member vs. Non-Member				
Content	BCBSMA Member (n=242)		Nonmember (n=201)	
	T2B (Positively)	B2B (Negatively)	T2B (Positively)	B2B (Negatively)
:30 Video	51 %	3 %	55 %	1 %

Perception of BCBSMA by Ethnicity								
Content	White/Caucasian (n=303)		Asian (n=55)		Black/AA (n=40)		Hispanic/Latino (n=39)	
	T2B	B2B	T2B	B2B	T2B	B2B	T2B	B2B
:30 Video	49 %	2 %	56 %	2 %	70 %	3 %	59 %	3 %

 Significantly higher than White / Caucasian sample group

Perception of BCBSMA by Age										
Content	18-24 (n=12) *		25-34 (n=75)		35-54 (n=142)		55-64 (n=76)		65+ (n=138)	
	T2B	B2B	T2B	B2B	T2B	B2B	T2B	B2B	T2B	B2B
:30 Video	58 %	8 %	56 %	1 %	63 %	2 %	55 %	3 %	38 %	1 %

 Significantly higher than 65+ sample group

Perception of BCBSMA by Health Status (5-pt. Scale)				
Content	High Health Status -Excellent/Very Good (n=241)		Lower Health Status - Good/Fair/Poor (n=202)	
	T2B (Positively)	B2B (Negatively)	T2B (Positively)	B2B (Negatively)
:30 Video	58 %	2 %	47 %	3 %

 Significantly higher than B3B Health Status sample group

Perception of BCBSMA by Healthcare Engagement (10-pt Scale)				
Content	Highly Engaged – T3B (n=290)		Lower Healthcare Engagers – B7B (n=153)	
	T2B (Positively)	B2B (Negatively)	T2B (Positively)	B2B (Negatively)
:30 Video	56 %	3 %	47 %	1 %

* Small sample size

NOTE: Statistically significant differences highlighted are (p < .05).

AD PERFORMANCE AGAINST BENCHMARKS



2024 Brand Campaign :30 Video aligns with T2B overall reactions scores for recent ads and has a lower confusion rating than most other tested ads. Yet the ad doesn't move the needle for BCBSMA perceptions as well as other recent ads.

Metrics	Overall Average*	Back to Better Ad (July 2021)					On to Better (May 2023)	2024 Brand Campaign (April 2024)
		Concept Y	Affordable (Nov 2021)	VIP (Nov 2021)	On to Better (Feb 2022)	On to Better (May 2023)		
Overall Reaction (T2B)	75%	63%	79%	76%	77%	80%	75%	
Perceptions of BCBSMA (T2B)	57%	-	61%	64%	55%	62%	53%	
Actions								
Go to the Blue Cross Blue Shield Website	30%	30%	52%	50%	32%	40%	26%	
Call Blue Cross Blue Shield	5%	2%	15%	17%	4%	6%	4%	
Email Blue Cross Blue Shield	1%	0%	0%	1%	3%	2%	3%	
Search online for (please specify):	5%	3%	5%	6%	4%	7%	2%	
Comment or share via social media (Twitter, Facebook, Instagram)	4%	2%	0%	1%	4%	5%	5%	
I would do something else not listed above after seeing this video (please specify):	7%	5%	12%	11%	3%	4%	4%	
I would not do anything after seeing this video	50%	60%	30%	26%	45%	39%	49%	
Confusing	17%	26%	16%	16%	16%	24%	12%	

*Includes ads tested 2020 to present

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