

AI LAB AND ROOM NAMING

MARKETING STRATEGIC BRIEF INTAKE (COMPLEX/MODERATE STRATEGY PROJECT ONLY)

Defining the Approach & Plan of Action: Once project scope is assessed or determined, please answer the following questions to begin building out the strategy. This should be a collaborative effort with Marketing leaders. If you have completed a Front Door Intake, you can leverage that information and evolve/update as needed. Attach any Front Door Intake documents.

Submitted by: Rosemary	Submission Date: 11/20/25
Budget: TBD	Desired Delivery Date: 12/1

WHAT ARE WE TRYING TO ACHIEVE?

Define the business or marketing goal. Explain what success looks like for us and why this work matters to the audience.

The company AI's strategy is to harness its potential power to optimize our performance, sustain our competitive advantage, and transform our business.

In November 2025, the company released an updated version of its proprietary Artificial Intelligence (AI) platform, Bluefield. In alignment with this launch, ET is creating an AI Lab, with Bluefield as its engine. In the AI Lab, the team will establish ambitious but achievable AI-roadmap, which requires the collaborative business & ET ideation, process redesign, and use case prioritization with focus on scaled implementations

The purpose of AI Lab is to:

- create AI literacy, passion and enthusiasm among associates
- create an incubation pod of AI driven efficiencies
- visibly demonstrate our company's commitment to innovation to internal and external partners who enter this area

The lab will consist of 2 rooms of Well B 3rd floor (see map at the bottom of page 2) One will be focused on innovation/brainstorming, where ET will work with associates to intake, discuss, plan AI driven solutions to real world business challenges. One room will be focused on development, where these ideas will be built and tested.

Just in front of these two rooms is a waiting area that could feature overall AI lab branding., for example it is where we could put the AI Lab name

Marketing has been asked to come up with a name for AI lab and for the two rooms that make up the lab.

WHO DO WE WANT TO REACH & WHAT DO WE KNOW ABOUT THEM?

Tell us what you know about the audience you're trying to impact. Who are they, what drives their decisions, and how do they currently view or interact with us? Share any insights or habits that can inform how we connect with them.

Primary: BCBSMA associates, who can feel that:

- AI is scary and it's going not make my job easier
- Bluefield has been unreliable, and I don't see how it will positively impact my work

Secondary: Customers (Accounts, Brokers), Market place leaders, Potential employees and media who visit, who might be surprised that BCBSMA is being innovative and leaning into AI

WHAT SHOULD OUR AUDIENCE THINK, FEEL, OR DO?

Describe the desired action we want them to take, the emotion we want them to feel, and/or the perception we'd like them to have.

We want all to feel that our AI Lab is an energetic place for associates to engage and help solve their work challenges efficiently and innovatively,

WHAT'S THE ONE KEY MESSAGE OR TAKEAWAY?

The one idea you want to have resonate. The most important thing your audience should understand or remember.

AI Lab is an innovative and energetic place for you to engage and help solve BCBSMA work challenges

HOW WILL WE MEASURE SUCCESS?

Define the results, behaviors, outcomes, or key indicators that will determine how we'll meet this goal.

AI Lab has a robust engagement with Associates and measurable outputs that show efficient gains in the work process

WHAT ELSE SHOULD WE CONSIDER?

Provide any must-haves, guardrails, or requirements that we should know about.

While we want the space to wow, it still must fit within the footprint of WellB and there may be building limitations on what we can do within the space from our RE team

Floor Map of AI Lab rooms and adjacent lobby

