

2014-2015 Open Enrollment Marketing Campaign



Draft Policy Statement & Campaign Summary

Policy Statement

MNSure is beginning its second statewide marketing and outreach campaigns aimed at reaching uninsured, underinsured and all individuals and populations who need affordable, comprehensive health care with the goal of enrolling them in health insurance coverage through MNSure.

The 2014-2015 marketing campaign will include:

- Advertising and collateral
- Grassroots outreach

The new marketing and outreach campaign will seek innovative and flexible solutions for promoting MNSure. Solutions will be required to adapt to changing market realities throughout the course of the campaign as necessary. The selected vendor(s) will be expected to work closely with each other and MNSure staff to ensure that key objectives are met. The campaigns will both be laser focused on increasing enrollment through MNSure.

Key Objectives

- Develop innovative, flexible and multifaceted campaigns that drives enrollment in health insurance plans through MNSure
- Effectively reach diverse audiences including those that are disproportionately more uninsured, underinsured and/or experiencing health disparities or barriers to coverage
- Provide consumers with information on the benefits of buying insurance through MNSure
- Maintain strong endorsement and support from key stakeholders and all Minnesotans

Campaign Summary

MNSure's 2013-2014 marketing and outreach campaign focused heavily on brand awareness and education. The 2014-2015 campaign will be informed by market research and assumes a high-level of brand awareness throughout the target market.

The campaign's approach shall be guided by one key strategy - a laser focus on increasing enrollment through MNSure that targets:

- those currently without health insurance
- those who need to re-enroll in health insurance
- diverse communities that are disproportionately uninsured or underinsured
- those that face barriers to coverage
- those who need access to comprehensive, affordable health insurance coverage

Tentative Timeline

May 14 – Draft policy statement presented to MNSure Board for consideration
May 19 – RFP published
June 9 – RFPs due
Late June – Proposal review and evaluation
July 7 – Contracts complete, campaign development begins