

**Campaign delivers a healthy
response**

ADvance

the effectiveness of newspaper creative

Introducing ahm health insurance.
It's not just our ads that are as simple as black and white.

ahm's hospital and extras packages lets you spend your extras your way. Maybe you want a bit of physio, heaps of dental, or 50% off Vet's when you choose how you spend your extras.

Hospital and extras cover from just **\$11.65** a week

Keep it simple. Go direct to ahm.com.au or call 1300 564 624

ahm by Medibank



Let's Go!
 Free GoPro with Hospital & Extras. Offer ends June 30.

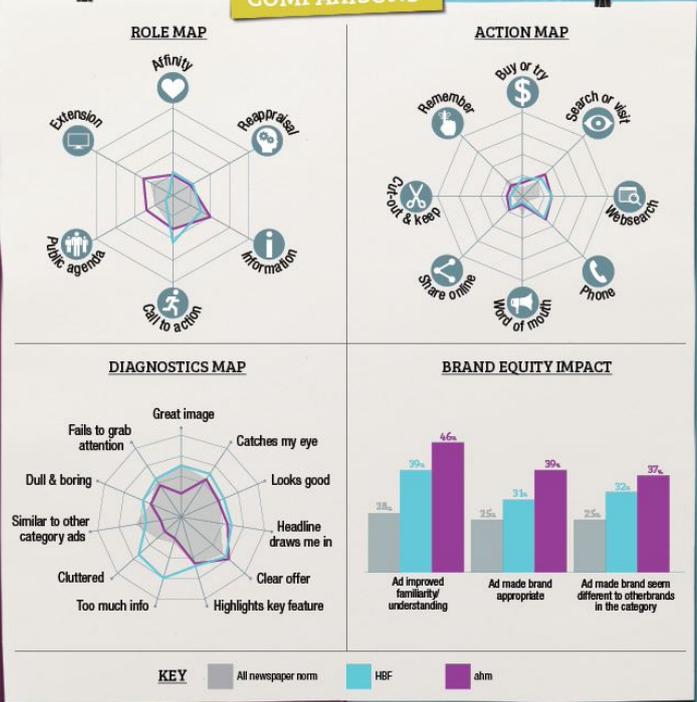
hbf

OPINIONS

"It's very clear and easy to understand. Not beautiful but direct and to the point!"
 "It gives details about the policy that all insurers should adopt, i.e. use the extras allowances flexible to suit your need."
 "That's a clever line about being black and white, very apt for a newspaper ad. Made me pay attention."

"It's caused me to think that I should investigate my health insurance options a bit harder."
 "Had not heard of HBF before. It seems to offer sound advice and would be worth looking at if I change insurer."
 "It's different from their other ads, it definitely caught my attention and it was simple and clean."

COMPARISONS



RESULTS

ahm

A minimalist design and an evocative headline combined to attract the attention of readers. The ad supported the TV campaign, adding extra information around price and product. It encouraged desirable consumer actions, namely getting prospects to call or visit the ahm website.

HBF

The illustrated image, eye-catching headline and compelling offer hooked readers in, while the educational copy kept prospects engaged. The ad delivered lifted brand consideration and delivered impressive response results.

Research conducted online by Ipsos Media CT. Fieldwork conducted December 2015. Sample aged 18+, based in Sydney, separate samples tested for each ad. n = 112 for HBF ad, n = 112 for 1004#M. Significance tests conducted at 90% confidence level. Full details of methodology, Role Map and Action Map available on www.thenewspaperworks.com.au

Standouts

- These ads' clear call-to-action triggered massive response
- 1 in 5 say they will call health insurance advertisers for more information
- 1 in 5 will visit insurers' websites after seeing print ads
- 20% saw links between newspaper ads and complementary TV executions
 - but some forgot who the TV ad promoted

Introduction

Health insurances was either dumped or downgraded by 500,000 customers in the last financial year, according to government figures.

Concerns over cost and value underpinned those decision, [a study of 40,000 policy-holders by the federal Department of Health](#) found. Premiums are to rise again in the coming weeks and more customers will review their policies.

Advocating the importance and value of health insurance is critical if the sector is to retain customers. Two of the nation's biggest health funds, ahm by Medibank and HBF, have used print newspaper advertising to do just that.

The ahm Execution

This ad for ahm appeared in The West Australian in December 2015.

The creative is two-tone and simple, and designed to draw attention to ahm's pitch that its policies are easy to understand.

The price is clear, the copy well-written and the call-to-action obvious but not over-stated. These simple approaches resonate with readers because it's easy to work out what is being said and how it relates to them personally.

The ahm print campaign ran simultaneously with TV, extending the life of the TVC and adding extra information not possible to deliver in a 30-second TV clip. The TV campaign can be found [here](#).

The HBF Execution

This editorial-heavy advertising approach for HBF was part of a cross-platform campaign involving newspapers and digital publications in Western Australia.

The ad features an attention-grabbing 3D illustration of a model holding a GoPro, a product offered to new customers who signed up before June 30. The Go-Pro is used to break up the text, adding an additional level of visual interest.

Supporting the image is detailed long copy content about health insurance.

Detailed copy educates readers, explaining insurance jargon and offering tips on how to choose the right policy while also promoting the attractive benefits of signing up to HBF.

While long copy can put some readers off, it provides a higher-level of engagement for readers who have a genuine interest - in other words, those who are really interested in making a purchase.

The campaign was supported by digital advertising targeted as West Australians. The MREC below was one of a suite of executions that featured on perthnow.com.au.

The creative direction of the ahm and HBF ads are very different. The ahm ad took a minimalist approach while HBF combined detailed content, stand-out imagery and an attractive incentive. Despite the difference, results from ADvance show both ads performed excellently at pushing readers into action.

Strategic RoleMap

Six strategic advertising roles of newspapers have been validated both qualitatively and quantitatively by The Newspaper Works, resulting in the creation of RoleMap.

It successfully supported the TV campaign, with one in five saying it reminded them of the TV ad, reactivating memories of the brand. This is an above-average result, and considerably stronger than for HBF. The ahm ad performed strongly across a range of RoleMap metrics.

"I remember seeing the TV ad a few weeks back. Forgot it was for ahm."

Some 27 per cent of readers said the ad gave them fresh information about ahm. In addition to reminding them of the TV campaign it added an extra dimension, providing readers with information on prices, contact details and website address.

“It gives details about the policy that all insurers should adopt, i.e. use the extras allowances flexible to suit your need.”

By addressing the need for easy-to-understand health insurance products, the ad was seen to raise an important issue by one in five readers (20%).

For HBF, the offer of a GoPro, coupled with informative copy, encouraged one in four readers (26%) to consider an HBF insurance policy.

“It’s clever offering the GoPro because they are really popular at the moment and they aren’t cheap.”

Some 17 per cent said the ad introduced them to HBF or encouraged them to think differently about the brand - that’s twice the success of an average newspaper ad in terms of (re)Appraisal.

ActionMap

Newspapers are recognised as an effective medium for delivering a Call to Action. ActionMap, another proprietary newspaper metric, expands on this strategic role to provide an understanding of the types of action a newspaper ad inspires.

One in five said they would go online for more information after viewing these ads. Despite the difference in creative approach, both ads prompted similar actions from readers.

“The [ahm] ad is informative. I’ll research a bit more research about the company.”

“The free GoPro made me go to the [HBF] website and get a quote.”

A similar number of respondents said they would call a sales agent.

Brand Perceptions

Some 37 per cent said the ahm ad differentiated its brand, with one in three saying the same of the HBF execution. Both ads delivered strong brand equity scores, performing particularly well at improving readers' understanding of ahm and HBF.

Creative Diagnostics

The ahm ad produced impressive creative diagnostic scores. It significantly outperformed other print ads in making it easy to see what's on offer (39% vs. 31% average).

"It's very clear and easy to understand. A good ad. Not beautiful, but direct and to the point."

The evocative headline encouraged 24 per cent of readers to stop and read more. Some 30 per cent say the ahm ad highlights an important product feature.

The HBF ad was polarising. While some readers felt it was cluttered and had too much information, others found it eye-catching and attractive.

Readers reacted positively to its educational content.

"It's caused me to think that I should investigate my health insurance options a bit harder."

Some 31 per cent said the ad highlighted an important feature, 5 per cent more than the typical print ad.

One in three said the ad was eye-catching and 28 per cent said it has a great image.

"It looks 3D, it sticks out, grabs your attention."

Summaries

ahm

A minimalist design and an evocative headline combined to attract the attention of readers. The ad supported the TV campaign, adding extra information around price and product. It encouraged desirable consumer actions, namely to persuade prospects to call, or visit the ahm website.

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Ads sourced from Savvy Media Monitoring (www.savvymm.com).