

Kaiser Portland Marathon

Problem

How do you establish a health care provider as a company that cares about its patients' overall well-being?

Solution

Demonstrate support of individuals who are taking conscious steps in their own lives to live healthy.

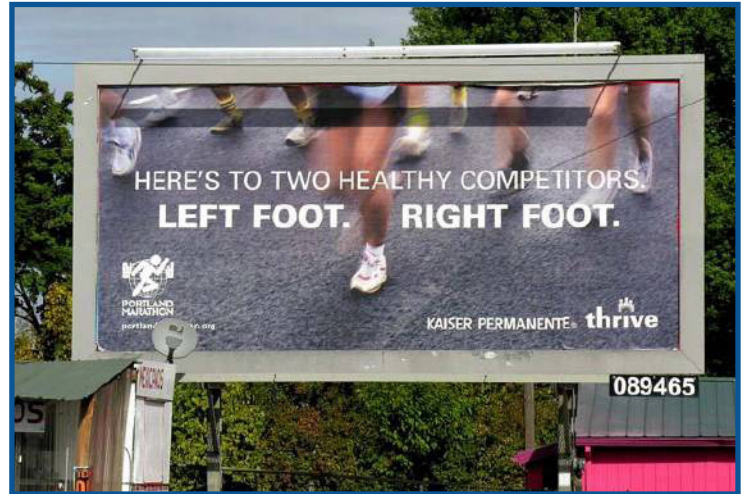
Background

Kaiser Permanente is America's leading integrated health organization. Founded in 1945, it is a group practice pre-payment program offering coordinated medical services and health care coverage under one roof.

Kaiser's primary challenge is to change negative perceptions of both the healthcare category and the brand. To that end, the company has started the process of reinventing the language of healthcare, by positioning Kaiser as a "Health Advocate" whose focus is on mind, body, and spirit rather than a "health care pr-vider," where people feel like a number.

Objective

Kaiser Permanente's positioning is: 'we stand for total health.' They want to help their members maximize their health and live their lives to the fullest at every stage. As a sponsor of the Portland Marathon, Kaiser wanted people to understand their strong belief in the power of prevention and serious commitment to proactively keeping people healthy. Members should feel secure that their health care needs will be met by a group of individuals who cares about them when they're sick and when they're healthy.



Strategy

Portland is primarily a vehicular market so traditional OOH is one of the best methods for reaching Kaiser's audience. 30-sheets were distributed on key thoroughfares in Portland. However, coverage is limited on the Westside of Portland. Transit was utilized to help penetrate the Westside of Portland and other areas zoned out or with limited OOH.

Street teams penetrated the Portland Marathon to promote Kaiser's "Thrive" campaign, raise awareness of Kaiser, and increase the audience's willingness to consider them as a health care provider. The brand ambassadors interacted and communicated Kaiser's 'total health' message by distributing premium items to both runners and spectators and were delivered with a Kaiser pro-health message.

Plan Details

Flight Dates: September-October 2007

Market: Portland, OR

OOH Formats Used: 30-Sheets and king-size bus posters were utilized to provide complete market penetration leading up to the race.

On the day of the race, sixteen brand ambassadors enthusiastically distributed 14,000 branded towels and 2,100 branded visors.

Upon interacting with runners and spectators, they communicated KP's desire to focus on mind/body/spirit:

- KP wants to congratulate you!
- This [towel or visor] is brought to you by KP!
- KP wants you to protect your skin from sun damage with this visor!



Results

This campaign was very well received:

- 71% of those who were exposed to the Kaiser campaign said they are very likely or very possibly going to join Kaiser.
- There was a 6 percentage point increase in the number of consumers who reported "likely to consider joining" since the start of the campaign.
- 37% of non-members believe Kaiser is "serious about proactively keeping people healthy."
- Many consumers went on a scavenger hunt of the course trying to get a towel in each color. Blue was the most popular towel color.