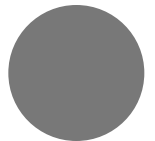


# CASE STUDY

- Viral social media campaign targeted at health influencers
- 400% increase in followers on facebook and twitter

Social media engagement campaign for a  
health insurance entrant



# Executive Summary

## Business Challenge

A new entrant in the health insurance sector in India wanted to identify opportunities to leverage its presence digitally. They also wanted to build a direct association of health insurance with its brand name.

## Marketing Challenge

Being a new entrant in the market, they were unsure of where to start from. The challenge for them was to be heard of & stand out amongst 28 others in the same industry.

## Solution

We rode the wave of “selfies”, a very new phenomena in 2013, to engage with their users and encourage them towards preventive health, giving the idea a healthy twist. How? Using a social media driven consumer engagement campaign.

# How we made it Click!

- Capturing the booming trend of “selfies”, “seeding” the content through internal contests, we specifically targeted “health influencers” on Facebook & Twitter.
- We built an app on Facebook that required people to capture their healthy moments and share it on the platform with a #myhealthie hashtag.

**Start Living Healthy With  
Just A Simple Click**

Click A '**Selfie**' Capturing  
A '**healthie**' Moment And  
Share It With Us

**Take The First Step Towards Starting A Health Revolution!**

**Win Fabulous Prizes:**

Click It → Upload It → Tag It → Share It

Go To Facebook App:

#myhealthie

**Cigna** Health Insurance

# How we made it Click!

- In order to keep the existing participants continuously engaged with the campaign while drawing new ones, we launched interesting themes every week. We asked participants to tag & share the content for the campaign to go viral.
- We devised a multi-week engagement schedule with every week being dedicated to a particular theme – for example, eating healthy, fitness exercises, mental fitness etc.

<b>WEEK 1</b>	Introductory Posts	
	Display (Stamp) Ads/ Promoted Posts	
<b>WEEK 2</b>	#myhealthie Tree, Brand Challenges	Winner of the Day - User-Generated
	Display (Stamp) Ads/ Promoted Posts about #myhealthie tree	
<b>WEEK 3</b>	Engaging Puzzles, Re-enforcing	New Challenges, Winner of the Days
	Display (Stamp) Ad/ Promoted posts about winners	
<b>WEEK 4</b>	Vote and Trend, Health Puzzles, Gallery #myhealth tree	User-Generated - Winners, Receiving the gifts,
	Display (Stamp) Ads/ Promoted Posts thinking people for sharing	

- Instant gratification to the participants in the form of rewards and featuring the winners in the next day's posts encouraged more and more people to participate in the campaign.



# How we made it Click!

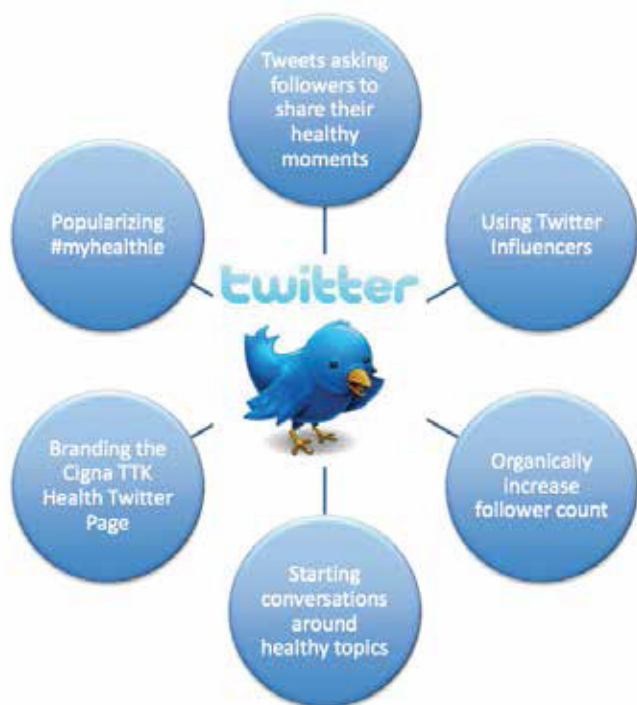
- During the whole campaign, various kinds of posts including puzzles, user generated content, updates about the #myhealthie tree, etc were done to fuel the pace and momentum of the campaign.



- The campaign was targeted in such a way that through our engagement posts, their likes, comments and shares grew tremendously organically.

# How we made it Click!

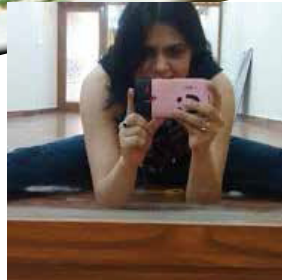
- On Twitter, the 'myhealthie' hashtag was popularized and followers were asked to share their healthy moments.





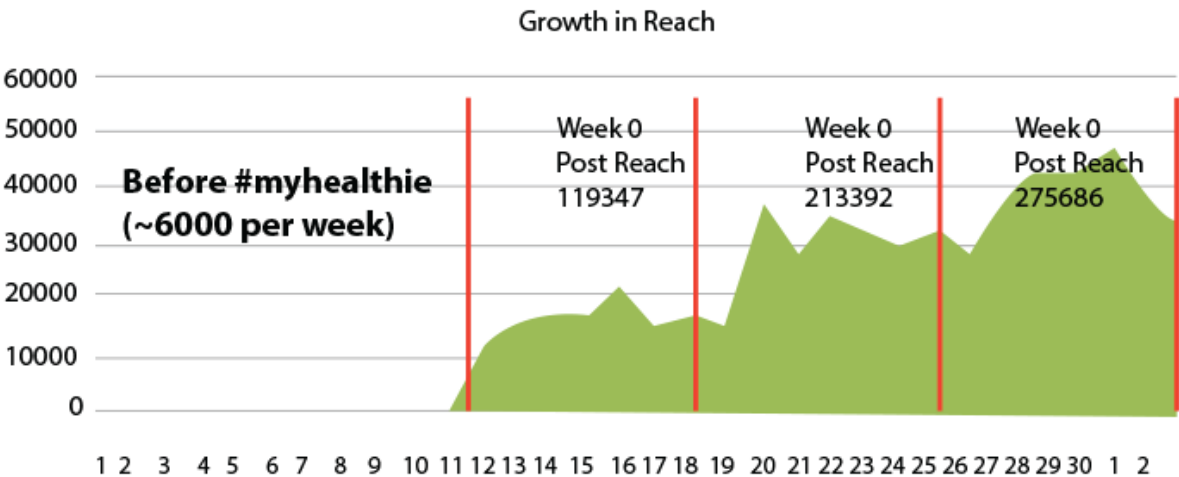
# What impact we made?

- The response this campaign gained was tremendous, where participants actively engaged in sharing their healthy selfies and stories.
- Close to 500 healthies were received till end of Week 3.



# What impact we made?

- The total reach of Facebook page increased remarkably after the launch of #myhealthie campaign.

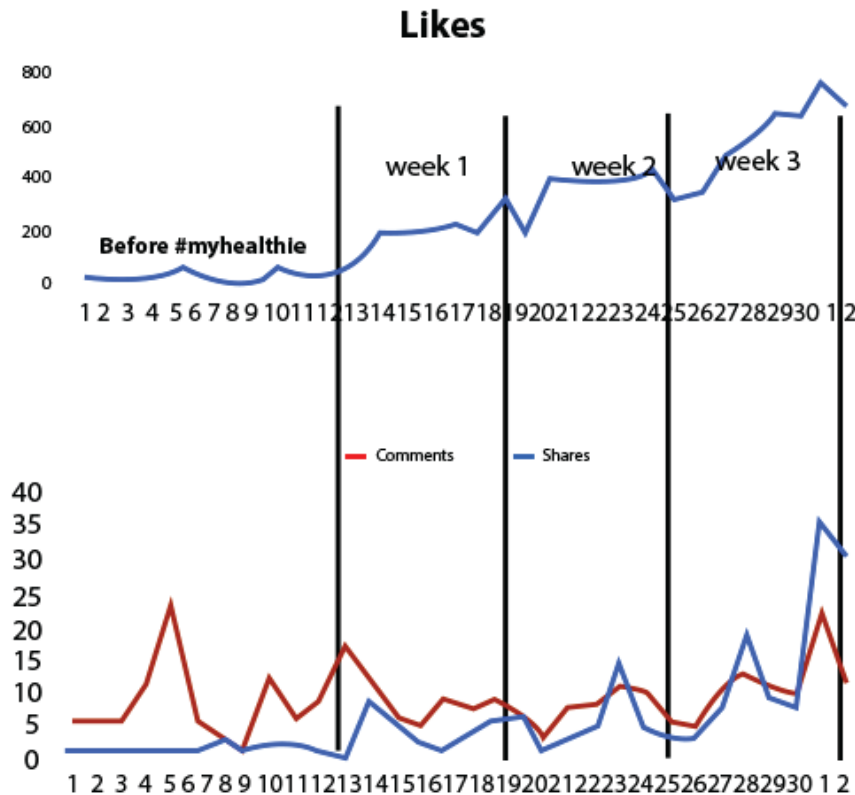


Parameters	Week 0 (Before 11 <sup>th</sup> June)	Week 1 (12 <sup>th</sup> to 18 <sup>th</sup> June)	Week 2 (19 <sup>th</sup> June – 25 <sup>th</sup> June)	Week 3 (26 <sup>th</sup> June – 2 <sup>nd</sup> July)
Number of Likes – Facebook	23298	24300	24590	24893
Posts Reach	6603	119347	213392	275686
Likes +Share +Comment	38	1508	1206	7900



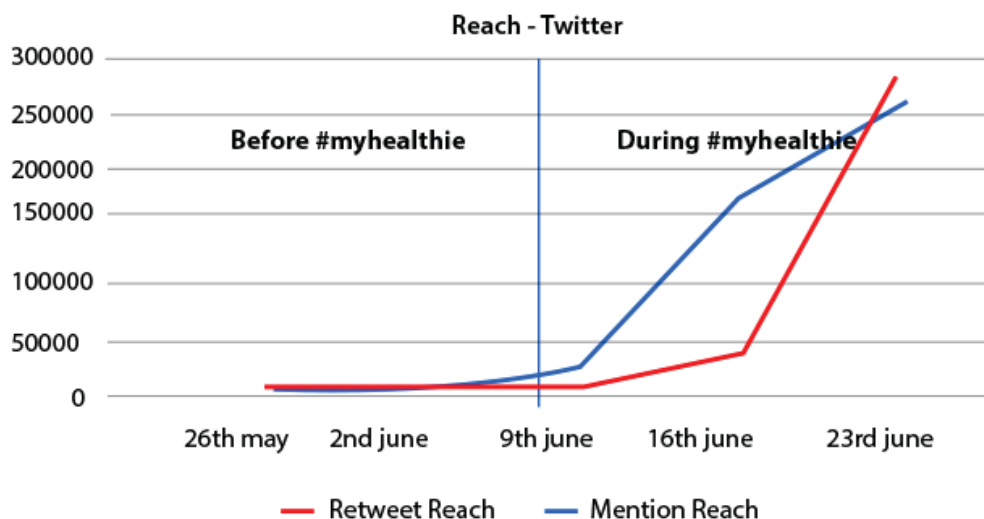
# What impact we made?

- This helped the brand majorly in community building, as the number of page likes increased consistently during the campaign. Also, the number of comments & shares increased drastically when the theme was changed to puzzles in Week 3 and when the winners were announced.



# What impact we made?

- The number of Twitter followers almost quadrupled from 83 to 307, with its reach increasing from a negligible presence to more than **2.6 lakhs over the 3 weeks**.
- **31 influencers** with more than 1k followers tweeted/ mentioned about #myhealthie.



- With #myhealthies pouring in every day, we connected and engaged with the participants on a personal level, promoting the brand belief of 'Health hain toh life hain' in every communication.