

BUPA

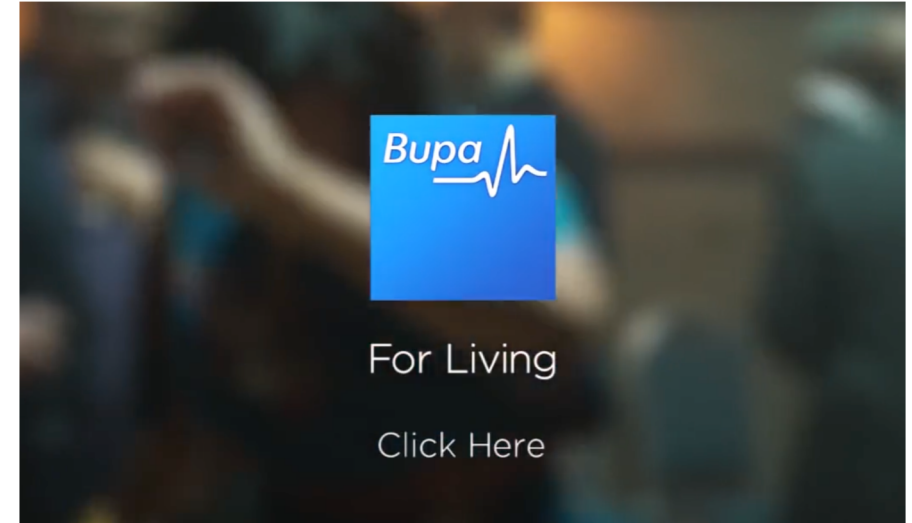
'For Living'

Background

- Bupa is the market leader for private medical insurance and is a trusted brand that people turn to in illness. However, it is not thought of as a wellness brand.
- Bupa's challenge was to re-position the brand, shifting the perception from merely an Insurer, to that of a Health and Wellbeing Partner.
- Bupa decided to launch a new brand positioning 'For Living' that now sits at the heart of everything Bupa does. The aim of the campaign was to launch this new proposition, connect with audiences and win new customers.

Idea

- Bupa produced a new hero 60" creative – 'The Dancing Lady' – exploring the life-affirming moment of joy that comes as a recovered cancer patient dances after finally beating cancer for good.
- A multimedia campaign was planned to showcase this new emotive copy and cinema played a valuable role showcasing the full 60" piece (which didn't run on TV due to prohibitive costs) and found itself at the heart of the campaign.
- With the creative and messaging a real step change for Bupa, they knew that cinema's unique environment would help Bupa engage with audiences, make the brand feel different and create a new brand love story.



Campaign Details

Sector	Health & Wellbeing
Target Audience	ABC1 Adults
Package	AGP
Creative Agency	WCRS
Media Agency	Wavemaker
Duration	60"

Plan

- Launching a new positioning Bupa needed to ensure its media mix was as impactful as possible and reached people when they were in the right mind-set.
- Unsurprisingly, cinema rated highly on providing impact due to its ability to deliver absolute attention, focus and reach people in an inspirational environment.
- Alongside the 60" copy running in cinemas, cutdowns of the ad also ran on TV, VOD and online video. Radio and other digital activity rounded out the mix.
- With January being the start of Awards Season, the slate was perfect for upmarket audiences and presented a great opportunity to showcase the full, emotive 60" creative alongside cinema's most premium content.



Results

- Overall, the campaign was considered a huge success in creating an emotional connection with audiences and achieving the objectives originally set:
 - **Objective 1 – launch the new brand platform**
Overall recognition of the campaign was 11% higher than Q4 2016 activity.
 - **Objective 2 – win new customers**
Econometric analysis has shown that “The Dancing Lady” creative is the strongest creative to date at driving leads and this helped Bupa achieve its strongest ever Q1 results.
- Bupa's brand tracking also revealed that showcasing the full length copy in cinema delivered strong cut through - there was an 11% increase in awareness amongst cinemagoers versus non- cinemagoers.

“We were delighted with the proposal to feature on cinema and Wavemaker made a very strong and compelling case. In terms of impact, this campaign is the strongest results we've ever seen in Q1 and our tracker shows that cinema was pivotal to achieving this.’

Angelique Waker, Head of Marketing Strategy, Bupa