

ANNE KLEIN COMMUNICATIONS GROUP

Putting the Heart in AmeriHealth One in a Series of Award-Winning Solutions

The Challenge:

Build community and corporate awareness of AmeriHealth in New Jersey, and establish AmeriHealth as an active and interested community citizen.

Results:

- AmeriHealth's title sponsorship of the American Heart Association's American Heart Walks generated 470 million impressions linking AHA with AmeriHealth, including newspaper coverage, billboards, collateral materials, public appearances, radio and TV interviews, and public service announcements. The newspaper coverage alone resulted in more than 650 unduplicated articles published by daily and weekly newspapers, reaching 17 million people throughout New Jersey.
- Every piece of promotional material included AmeriHealth's logo. Kickoff meetings, walk sites and awards ceremonies prominently displayed the logo.
- AmeriHealth received the implied endorsement of the AHA through its title sponsorship of the American Heart Walks. Its involvement with the Walks set a new fundraising record of \$1.3 million and a new walker record of 12,000 New Jersey residents
- 218 AmeriHealth employees participated in the walks, creating high visibility for the company and raising more than \$12,000.
- Anne Klein Communications Group received a PRSA/Philadelphia Pepperpot Award for Special Events and a PRSA/NJ Pyramid Award for Community Relations.

Background:

AmeriHealth, a full service health insurance company serving N.J., lacked advertising support. Research showed that AmeriHealth had no topline consumer awareness, but some name recognition with benefit managers in target companies who indicated that "room for a new player in the market" existed.

The Campaign:

AKCG's research showed association with a respected organization produces high visibility and awareness. The American Heart Association looked like an excellent fit. AKCG suggested AmeriHealth become sponsor of the AHA's American Heart Walks, renamed the AmeriHealth-American Heart Walks.

Two news conferences held in hospitals announced AmeriHealth celebrity spokesperson Phil Simms as Honorary Chairman of the Walks, and Simms held five radio interviews. AHA created and posted 66 billboards around the state and distributed 2,000 banners for display in 300 participating organizations and at walk sites. Seven thousand posters hung in New Jersey establishments, and 170,000 pieces of the collateral material contained AmeriHealth's logo. Public service announcements and interviews aired on radio and television stations. AKCG distributed pre- and post-event releases on AHA letterhead and the final results release on AmeriHealth letterhead, establishing another identification link between the two organizations.

To learn more about how Anne Klein Communications Group can help you partner with the right cause to enhance your position in the community, please call and ask for Anne Klein or John Moscatelli.