

CASE STUDY

FOUNDATION COMMUNITIES



OBJECTIVE

Encourage individuals to visit community financial centers to seek assistance with enrolling in health insurance.

STRATEGY

Designed a bi-lingual, multimedia campaign targeting Austin's under-insured population that included:

- Endorsements from local, social influencers on English and Spanish radio stations.
- Display advertising targeting low-income, self or part-time employed adults 18+.

THE RESULT

5,600 enrolled in health insurance

20% increase over previous year