

HEALTH CARE MARKETING IMPACT AWARDS

How Benefis Health used quiet storytelling to connect with Montanans

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The campaign focused on the simpler, precious moments in life that people need their health to appreciate. (Benefis Health System)



By **Michael McAuliff**

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Benefis Health System, headquartered in Great Falls, Montana, wanted to connect with state residents' love for the outdoors while standing apart from the typically noisy advertising landscape.

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The system decided to go for a quieter approach with its “Zen Moments” digital video campaign, which won bronze among providers and insurers in the Tiny But Mighty category.

Instead of offering reams of data or emotional appeals, the campaign focused on the simpler, precious moments in life that people need their health to appreciate.

The short ads let viewers have a peaceful moment of seeing and hearing a paddle pushing water, a skier slaloming on a mountain or a snowshoe crunching a virgin snowfall. The spots end with words sliding on the screen, saying the moments were brought to you by Benefis—and a depicted patient’s new knee or reconstructed shoulder.

One striking spot of an elk breathing out steam as it bellows is brought to viewers by Benefis and “Greg’s new pacemaker.”

By using the Google Ads platform, Benefis looked to compete with TV commercials from competitors without the cost and time resources. It says the spots racked up 963,220 impressions and 222,658 interactions with a 22.98% interaction rate. The elk

spot had a 25% completion rate among the target audience of people over 45, with 93,000 views on YouTube.

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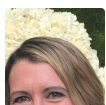


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