

# MATTHEW + JOHN

*Brand Campaign Ideas*



ENO

***You Don't Have to be a Doctor.***

***Territory*** *The first step to action is understanding.*

# Manifesto You don't have to be a doctor.

Independence Blue Cross is the expert on your coverage, and your healthcare, and a lot more too. But, you shouldn't have to be an expert to know what we know. You can be a mechanic, or a dog-walker, or a waitress.

**Everyone knows when something's wrong with their bodies, so everyone should know how to get help for it.**

**Independence** 

**You don't have to be a  
doctor to navigate  
your coverage.**

**Independence** 

[ibx.com](https://ibx.com)



**You don't have to be a  
doctor to know  
your body.**

**Independence** 

[ibx.com](http://ibx.com)

**You don't have to be a  
doctor to understand  
your medical bills.**

**Independence** 

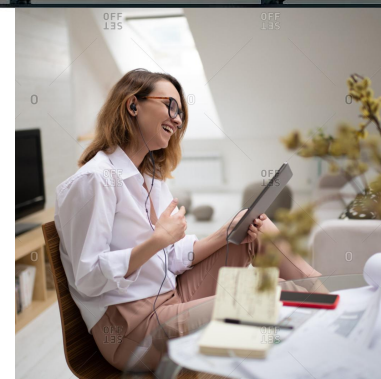
[ibx.com](http://ibx.com)

**You Don't Have To Be A Doctor** | Billboard

**You don't have  
to be a doctor  
to call yours.**

**Independence** 

[ibx.com](https://ibx.com)



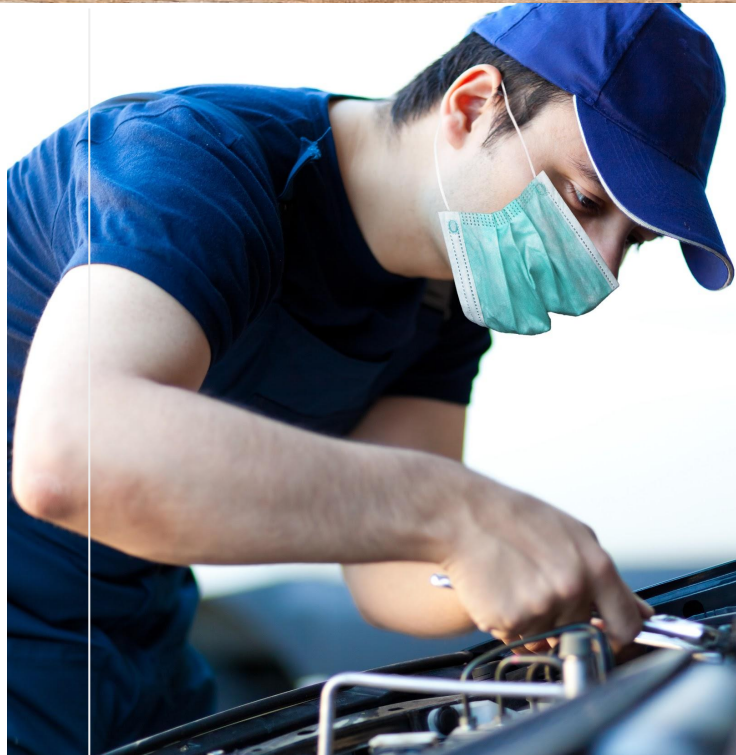


You Don't Have To Be A Doctor | Print

# You don't have to be a doctor to know about vaccines.

**You could be a mechanic.** Vaccines are made to look like the virus, without actually being the virus. Your body gets to know this "jury-rigged" version, and gets to fighting it. That way, if they ever meet the real virus, you've got all the right tools to kick it out.

Independence 



[ibx.com](https://ibx.com)



**You Don't Have To Be A Doctor** | Wildposting

**You don't have  
to be a doctor  
to go for a walk.**

“ Even if it's just a few laps  
around the living room,  
your lungs will thank you.

– Shannon, Dog-walker



**Independence** 

[#DontHaveToBeADoctor](#)



# You don't have to be a doctor to go for a walk.

– Shannon, Dog-walker

Studies show that going for a walk 3 times a week improves heart health, memory and a general sense of well-being. Even if it's just a few laps around the living room, your lungs will thank you.

[#DontHaveToBeADoctor](#)

**Independence**  [ibx.com](https://ibx.com)



## You Don't Have To Be A Doctor | Short-form Video Series

### PeopleCare

Let's find real people, with real jobs, to speak about common-sense health advice. Because you don't have to be a doctor to be in the know about your healthcare.

#### Example Video Topics

"A Librarian Explains Self-Care"

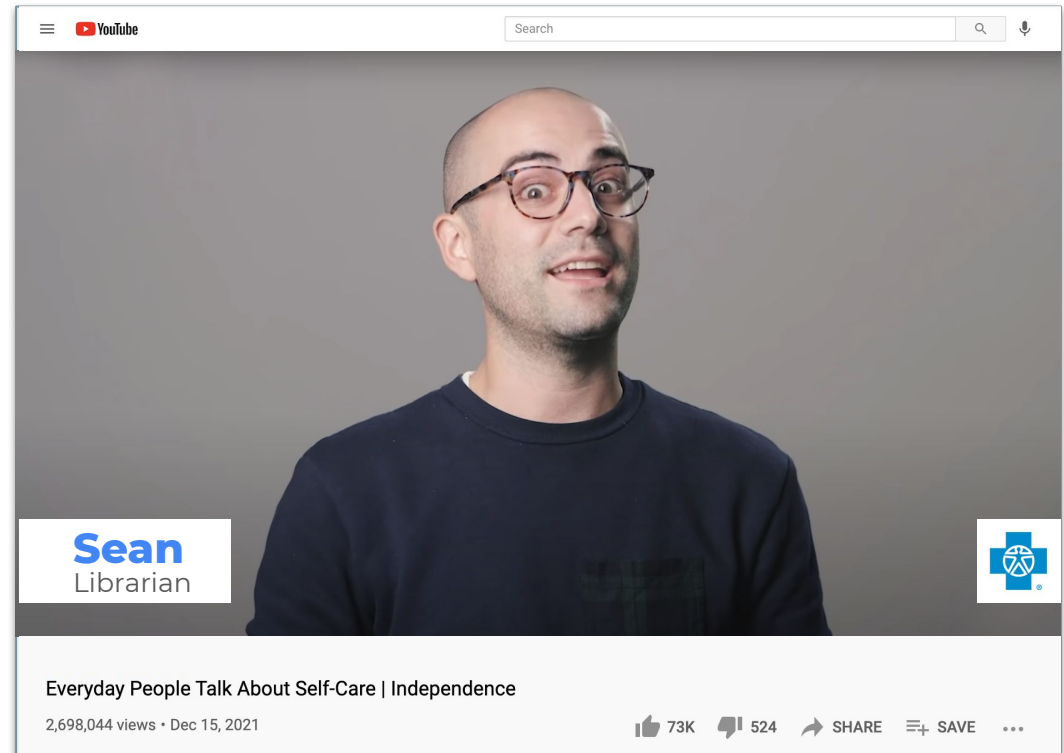
"A Dog-Walker Explains Cardio Health"

"A Mechanic Explains Healthcare Coverage"

"A Waitress Explains Vaccines"

#### PR Headline

"Everyday People Answer Your Complicated Healthcare Questions."



TWO

“”

**Territory** *Just one action fuels momentum.*



manifesto.

**“I will.**

**is a promise.** We make it to ourselves every day. IBX will help us make those promises to keep ourselves healthy, happy, and more engaged in our own well-being. Because the simple promises we make today—to schedule that doctor’s appointment, to drink more water, to wear a mask—create healthy momentum for all of us.

**And it all starts with “I”.**

**Independence** 



“I will.

Independence 

[ibx.com](https://ibx.com)



**schedule call my doctor.  
eat more vegetables.  
take my medicine.  
listen to my body.  
get the vaccine.  
see my family.  
keep pushing.  
retire healthy.  
wear a mask.  
get outside.**

**Independence** 





“I will

retire healthy.

Independence 

“I Will.” | Billboard



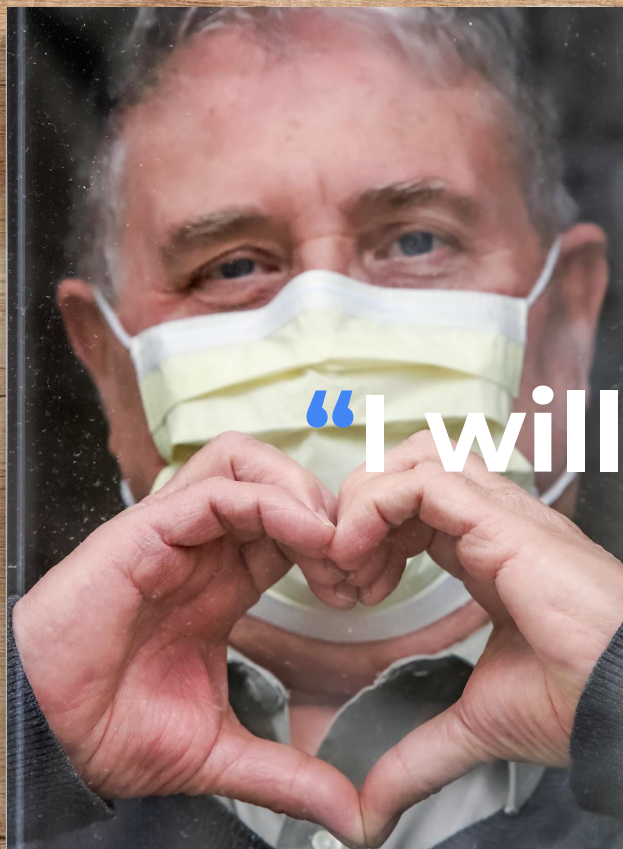
“I will

call my doctor.

Independence  [ibx.com](https://ibx.com)



**"I Will."** | Print



**"I will**

**keep my  
neighbors safe.**

The vaccines are here to help—all of us.  
You. Your neighbors. Your community.  
We can put an end to COVID-19, but only  
if we're in this together. Can we count on  
you to make that promise?

**Independence** 

[ibx.com](https://ibx.com)

## “I Will.” | Social Media UGC Campaign

### #iWill

Let's release a list of **#iWills** that Independence is committed to, and invite our members and the internet to share their own #iWills. We'll share the best on **@IBX** social channels and send those featured users a tailored gift to help them reach their goals.

#### **Example, Aspirational (branded) Gifts**

Water Bottle  
Yoga Mat  
1 Year Indego Pass  
Healthy eating subscription box  
Dietician Consult  
Bike Helmet

#### **PR Headline**

“Independence Inspires Conversations About Health Through #iWill Hashtag”

“Independence Helps Instagram Users Reach Their Health Goals Through Tailored Gifts”

**Independence** 



TWO!

***“I’ll Thrive”***

***Territory*** *Just one action fuels momentum.*



Alternatively  
**I'll Thrive.**



I'll Thrive.

Independence 

[ibx.com](https://ibx.com)



**“My doctor’s  
appointment  
was just the  
first step.”**

**Independence**   
**I’ll Thrive.** [ibx.com](https://ibx.com)



**I'll Thrive.** | Print



**By keeping my  
neighbors safe.**

The vaccines are here to help—all of us.  
You. Your neighbors. Your community.  
We can put an end to COVID-19, but only  
if we're in this together. Can we count on  
you to make that promise?

**Independence** 

[ibx.com](https://ibx.com)

## I'll Thrive. | PR Opportunity

### "I'll Live."

#### PR Stunt

You know when your friend has a bad cough, but says, "I'll live."

No more excuses. Nominate your friends, neighbors or loved-ones to be part of our "I'll Live" mission, and we might just surprise them with a free year of our best coverage.

#### PR Earned Headline:

"Independence Blue Cross is Going Beyond 'I'll Live' to 'I'll Thrive' with Free Coverage for Neighbors in Need."



THREE

***Better than Better***

***Territory*** IBC cares for you beyond your coverage.



# Better Than Before. Better Than Better.

Independence Blue Cross is better than healthcare. It's human care. That's why we go beyond just coverage. We help people play at the RiverRink. We help people exercise through Indego Bikes. We've helped build Philly—and, once life gets back to normal, we'll help rebuild, better than before.

**Because our community deserves better than “better.”**



**Independence** 

**Better  
Than  
Before.**

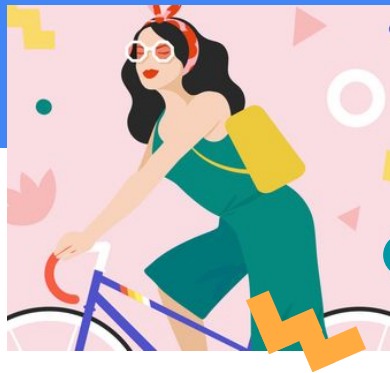
**Better  
Than  
Better.**



**Independence** 



**Better Than Better** | Billboard



**Better than healthy.**

**Happy.**

**Independence**  [ibx.com](https://ibx.com)

\*Sample art

**Better Than Better** | Billboard



**Better than healthcare.**



**Human care.**



**Independence**  [ibx.com](https://ibx.com)

\*Art by Tilda Rose



Better Than Better | Print



## Better than safe. Satisfied.

You deserve to know what makes a vaccine safe. Think of it like this: it's showing your cells a picture of COVID-19—not the actual virus. Then, if you ever do encounter it, they know to kick it to the curb. Remember, keeping each other safe is all of our responsibilities.

[ibx.com](https://ibx.com)

**Independence**   
Better than Better

\*Art by Tilda Rose



**Better Than Better** | Wildposting



**Better than Safe.  
Satisfied.**

ibx.com

**Better than healthcare.  
Human care.**

ibx.com

**Independence**   
**Better than Better**

\*Sample art

Some swipe for this –  
illustrated, pastel brand world.



- Focus on:**
- active scenes
  - diversity
  - unique individuals
  - relatable moments



## Local Illustrators

### Tilda Rose

<https://www.tildaroseillustration.com>



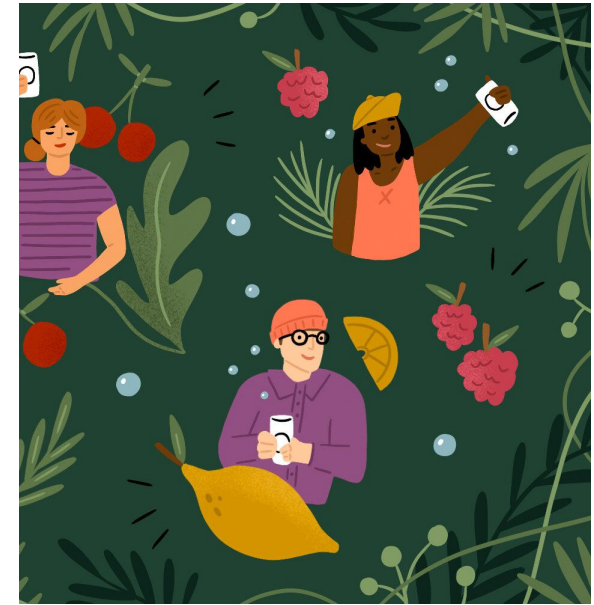
### Ela Sirin

<https://www.elasirin.com/illo>



### Laura Supnik

<https://www.laurasupnik.com>



## Better Than Better | PR Opportunity

# Drag Better

### PR Stunt

COVID-19 hit our community hard. And no one knows this better than the drag scene. So, let's help them get better than better, by giving them the biggest stage of all to perform.

When life begins its return to normal, and live performances can return in some capacity, we'll invite local drag queens, with Vincelle as the spokeswoman, to perform in Center City, celebrating the return of drag—and the queer community's biggest icons.

### PR Earned Headline:

"Drag is Back and Better Than Ever in Philly Thanks to Independence Blue Close"

"After Two Missed Prides, Independence Blue Cross is Throwing a Must-See Comeback"

Independence 

