

CASE STUDY

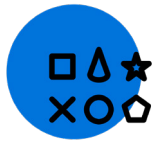
Shaping healthcare ad messaging and strategy



ABOUT

A global health services organization that provides various forms of medical and accident insurance.

WINS



Effective Audience Segmentation



Targeted Ad Messaging



Faster Insights

Challenge

The health service company's communication team was developing new ad messaging to target consumers, but previous attempts at using quantitative surveys to test messaging options had proven ineffective. With only 2 weeks left to present the final messaging to senior leadership for consideration, the communications team searched for a better and faster way to gather in-depth consumer feedback at scale.

Solution

The communications team used Remesh to conduct a 1-hour live conversation with healthcare consumers to gauge their initial reception towards a number of different ad messages. Through analyzing consumers' verbatim responses in real-time, the team was able to understand how consumers felt about each message across different categories, such as believability, uniqueness, and sign-up intent.

Result

From the conversation, the communications team was able to identify the ad messages that had the highest potential to emotionally resonate with consumers, and which messages were perceived as being too generic or vague. Importantly, by segmenting participant responses, the team was also able to gain insight into how the messages appeared across various demographic groups differently, and tweak them accordingly.