

Open Enrollment Marketing and Advertising

Board Update - Nov. 11, 2024



Marketing and Advertising Strategies

As a reminder, we use the following vehicles to get the word out:

Marketing tactics:

- Collateral toolkits in print and online
- Email marketing to current and lapsed customers, with specific lists split out
- Social media

Advertising:

- Paid advertising in English and Spanish
- Includes **video work from Tend for our “Live your best life Colorado, we’ve got you covered” campaign**

**TODAY, WE WILL FOCUS ON THE
LIVE YOUR BEST LIFE COLORADO CAMPAIGN**

Live Your Best Life campaign

Live your best life Colorado, we've got you covered!

Goal

To represent Coloradans across the state to encourage people to enroll in health insurance

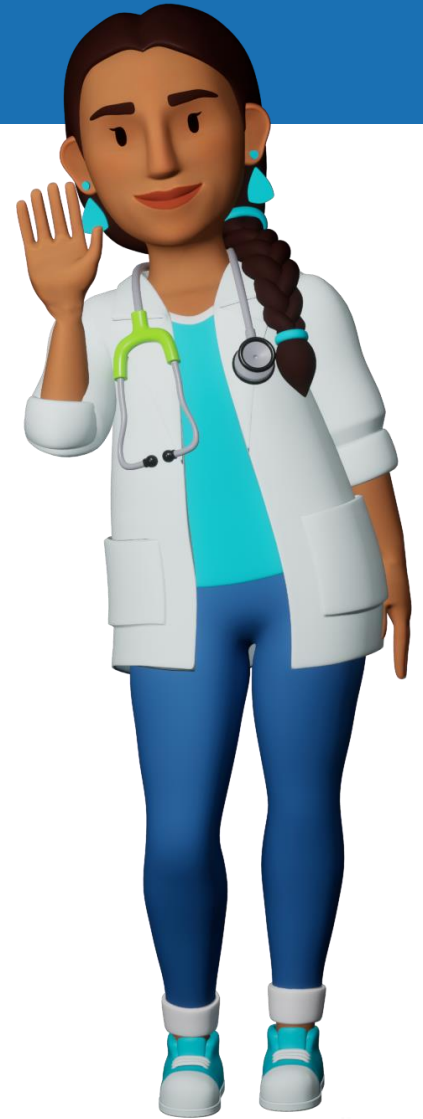
Previous characters

- Armando
- Bill and his grandson Jimmy
- Marissa and her daughter Mimi
- Kelli
- Dylan



New character!

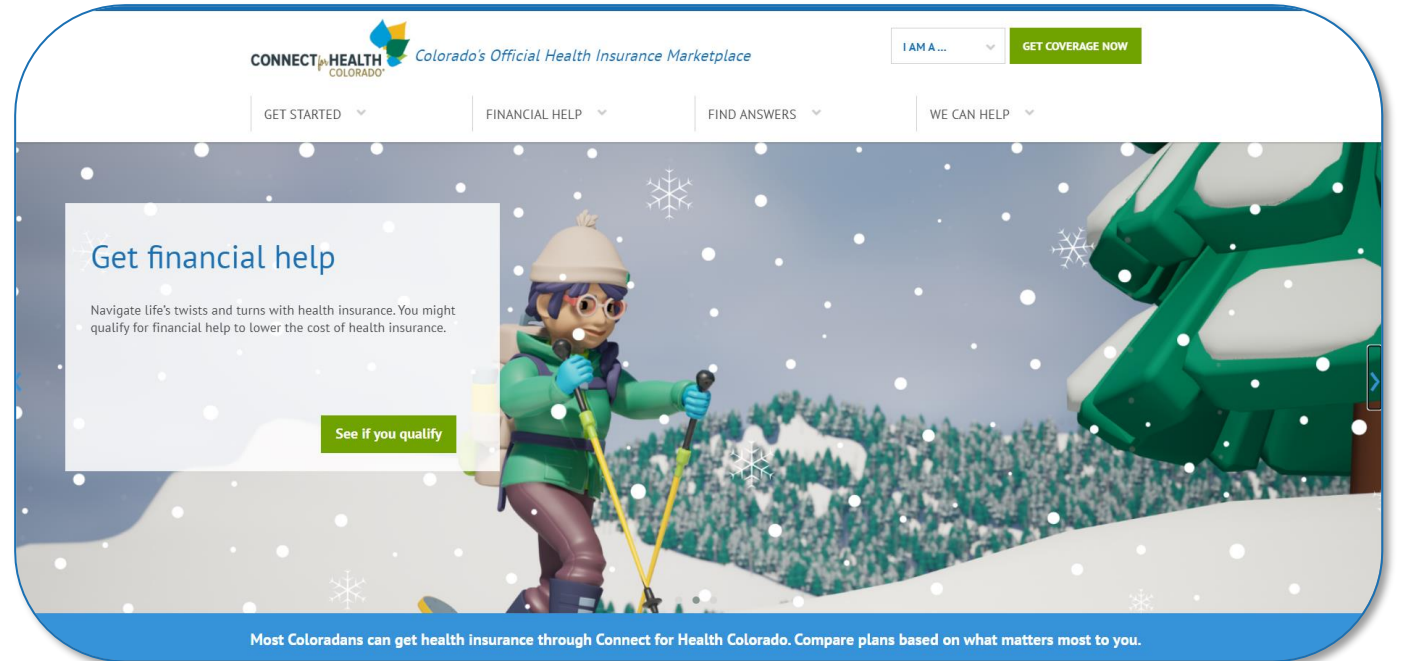
Dr. Morgan



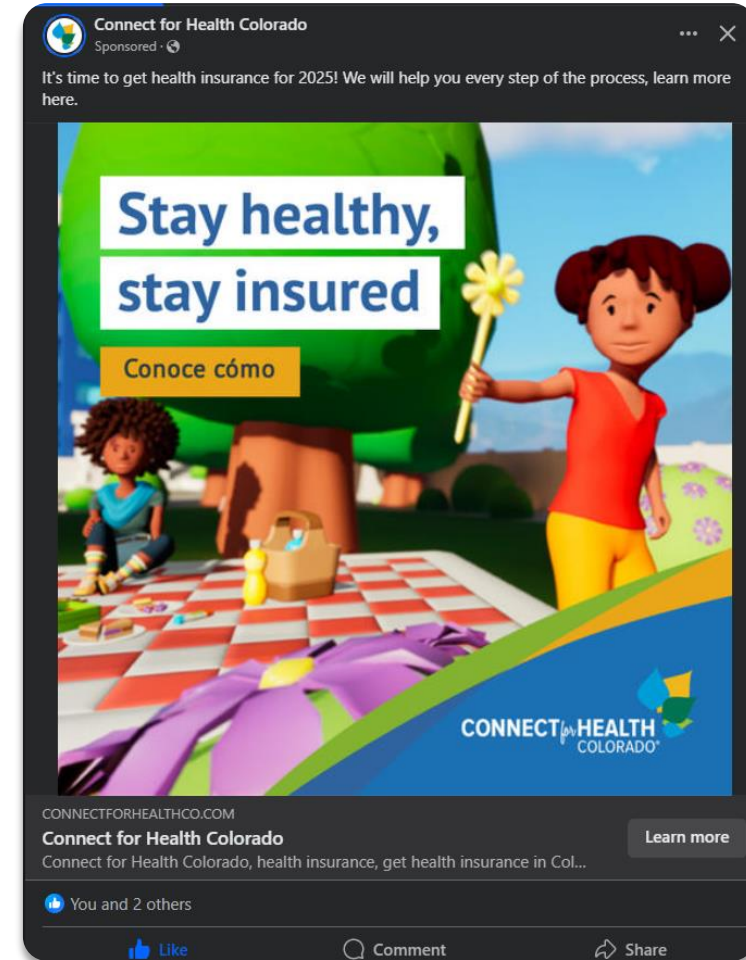
Live Your Best Life Colorado Campaign

We use these characters:

- On our website homepage, and video links throughout the site
- On social media
- In our email marketing
- In our advertisements



Characters in our Ad work



New plotlines

