

CAMPAIGN

Foundation Communities Health Insurance Enrollment



5,600+ Enrolled in Health Insurance

CHALLENGE

Foundation Communities, an Austin-based nonprofit that provides affordable housing and educational, financial, and health support programs, sought to:

- *Encourage over 5,000 individuals to visit their Community Financial Centers to seek assistance with enrolling in health insurance during the Health Insurance Marketplace's open enrollment period.*

SOLUTION

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.*
- *Digital advertising with a focus on low-income, self- or part-time employed adults 18+ that linked to English/Spanish mobile landing pages with a click-to-call function.*

RESULT

- *Over 5,600 individuals enrolled in health insurance.*
- *20% increase in enrollment over previous year.*

PARTNERS



MEDIA

