



Campaign Objectives

BUPA approached Concourse Initiatives with the idea of creating a highly visual roadshow, taking in ten major locations throughout the UK, over a period of 21 days. The objective was to reach out to the public at a face-to-face level and generate awareness of BUPA's range of private healthcare packages.

BUPA wanted to expel the common misconception that private healthcare is a complicated subject and something that is out of reach for the normal man. They wanted the opportunity to interact with potential customers and explain the benefits of private healthcare in a non-committal environment. The promotional activity was to form part of an extensive above the line campaign.

Activity

Concourse Initiatives suggested running activity at a range of UK shopping centres, using an eye-catching exhibition stand as a means of attracting passers by, which could also be easily transported between locations. BUPA employed promotional staff to generate leads by way of a free prize draw, through literature distribution and an interactive touch screen game. The campaign and marketing materials were designed to highlight BUPA's various services and healthcare packages, in a simple and interactive format.

Results

5,759 leads were generated over the course of the campaign at an 11% lower cost per head than budgeted. Customer feedback described the exhibition as not only informative, but also fun, with the interactive touch screen game being cited as a particular success.

On the back of this successful foray into face-to-face exhibitions, BUPA plan to incorporate this alternative medium into future promotional campaign activity.

Client Feedback

John Walsh, Marketing Director, BUPA commented, "Healthcare is a very tailored product, one which requires careful promotion. Not every communication channel works for this sector. Concourse Initiatives showed us just what an alternative medium could do for private healthcare and gave us a completely different perspective."

