

RADIO case study



Background

- McAllen - Las Madrinas de Los Seguros translates to The Insurance Godmothers.
- The company is committed to educate and support the Hispanic community in health insurance, life insurance, Medicare plans, etc.
- For the past 8 years, they have worked in 40+ states, hosted and sponsored health fair events, executed educational campaigns.
- Helped over 700,000 families get insurance/health insurance/health coverage.
 - Including over 6,000 families in the Rio Grande Valley (RGV).

Objectives

- Drive awareness and usage by Hispanic families through education and assistance to secure their choice of the right health insurance coverage for them and family members.
- Increase health insurance/Obamacare enrollment numbers in the McAllen DMA.
- Get 3-to-1 ROI on advertising by generating a minimum of 20 calls/leads daily.



Solution

- A multiple-element campaign on Univision Radio RGV stations KGBT-FM and KBTQ-FM including:
 - On-air :60s, :120s interview-format spots, 30-minute paid programs, promotional liners and DJ Live Endorsements.
 - On-air personality Jerry El Rayo Ortega, served as main endorser across radio platforms and paid programming to raise awareness and impact lead generation.
 - Digital campaign inclusive of banner ads, video and targeted email campaign – targeting healthcare insurance intenders in the McAllen DMA.

Results

- Campaign was considered effective based on the number of calls/leads generated by the campaign.
 - Over 1,000 leads generated from the radio campaign on KGBT-FM and KBTQ-FM by the first eight weeks of campaign.
 - 65%-70% lead conversion from the calls generated from campaign.
- On-air talent participation and involvement in the community increased awareness for the brand and key messaging.

