



# The journey to making Benenden Health famous....

11/03/2024

# Things that have been said to me throughout my marketing career. Do any of these sound familiar?

Your team can  
'fluff' it up

Marketing's the  
colouring in  
Department

We need to make  
some savings,  
Marketing what  
can you cut back  
on?

All you need is  
PPC

Anyone can do  
Marketing

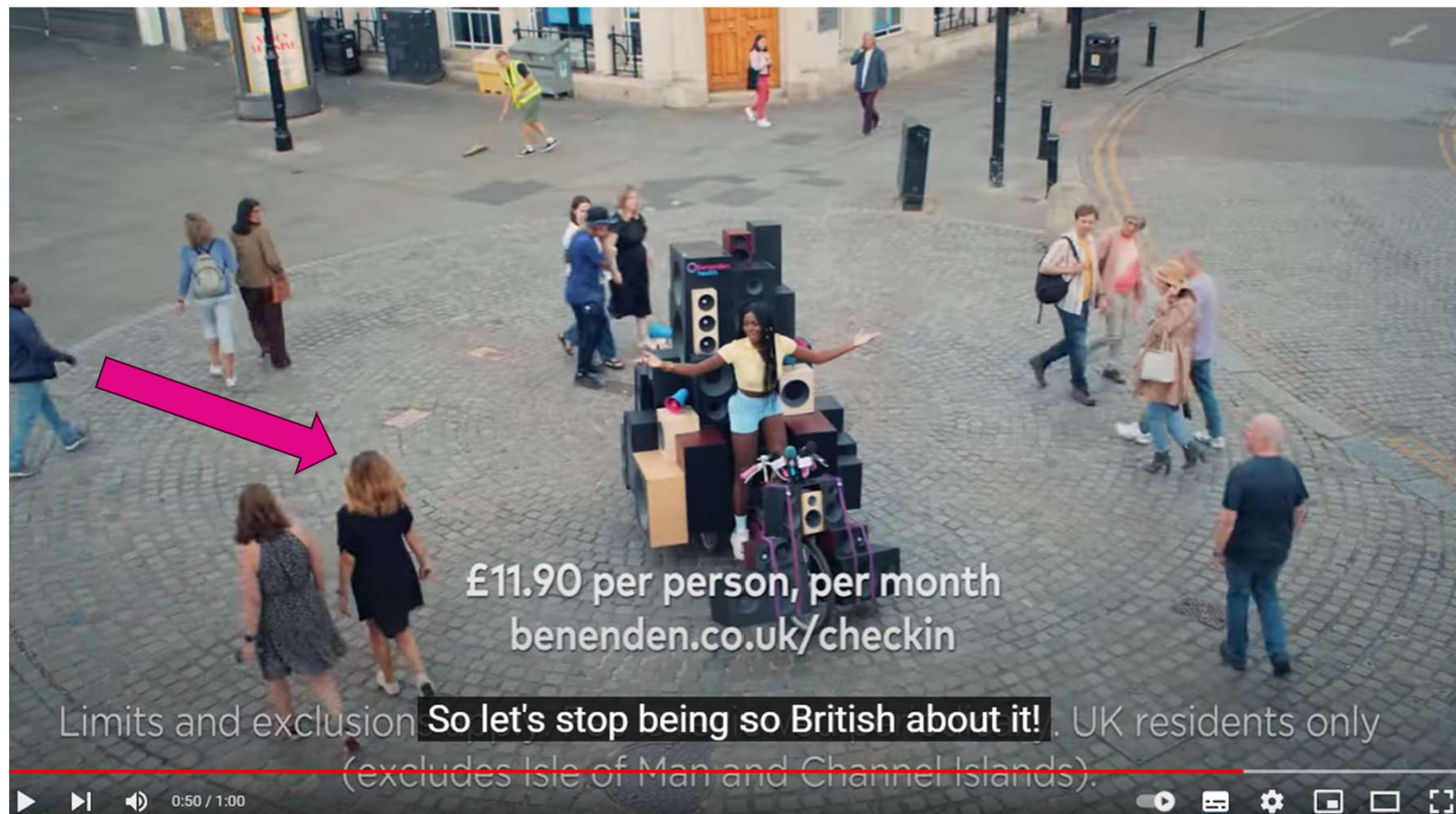
It's just words and  
pictures

Brand police

**Today Marketing is a  
cornerstone for growth  
and innovation at  
Benenden Health.**



# A bit about me

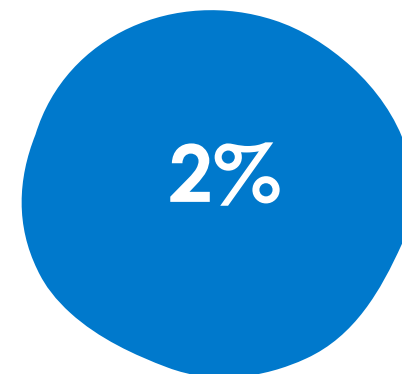
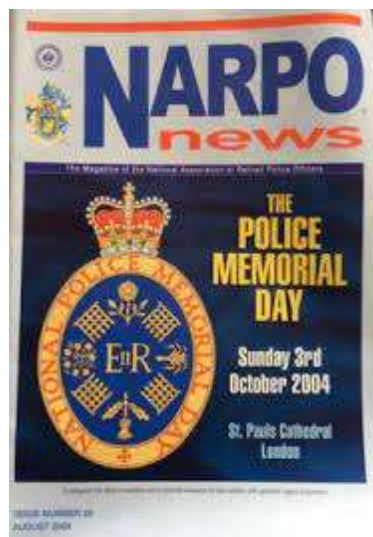




So how did we  
go from a  
small brand to  
securing  
multimillion £  
investments



# Here's a look at where we were



11/03/2024

# Sponsorship of GBBO



Outbid by Sainsburys  
(blessing in disguise)

## Strategies for buy in.

# Fame, Feeling & Fluency – the path to brand growth

- If a brand comes readily to mind, it's a good choice (Fame)
- If a brand feels good, it's a good choice (Feeling)
- If a brand is recognisable, it's a good choice (Fluency)



# Using this model we approached 4 media partners with a simple but challenging brief

## Our mission:

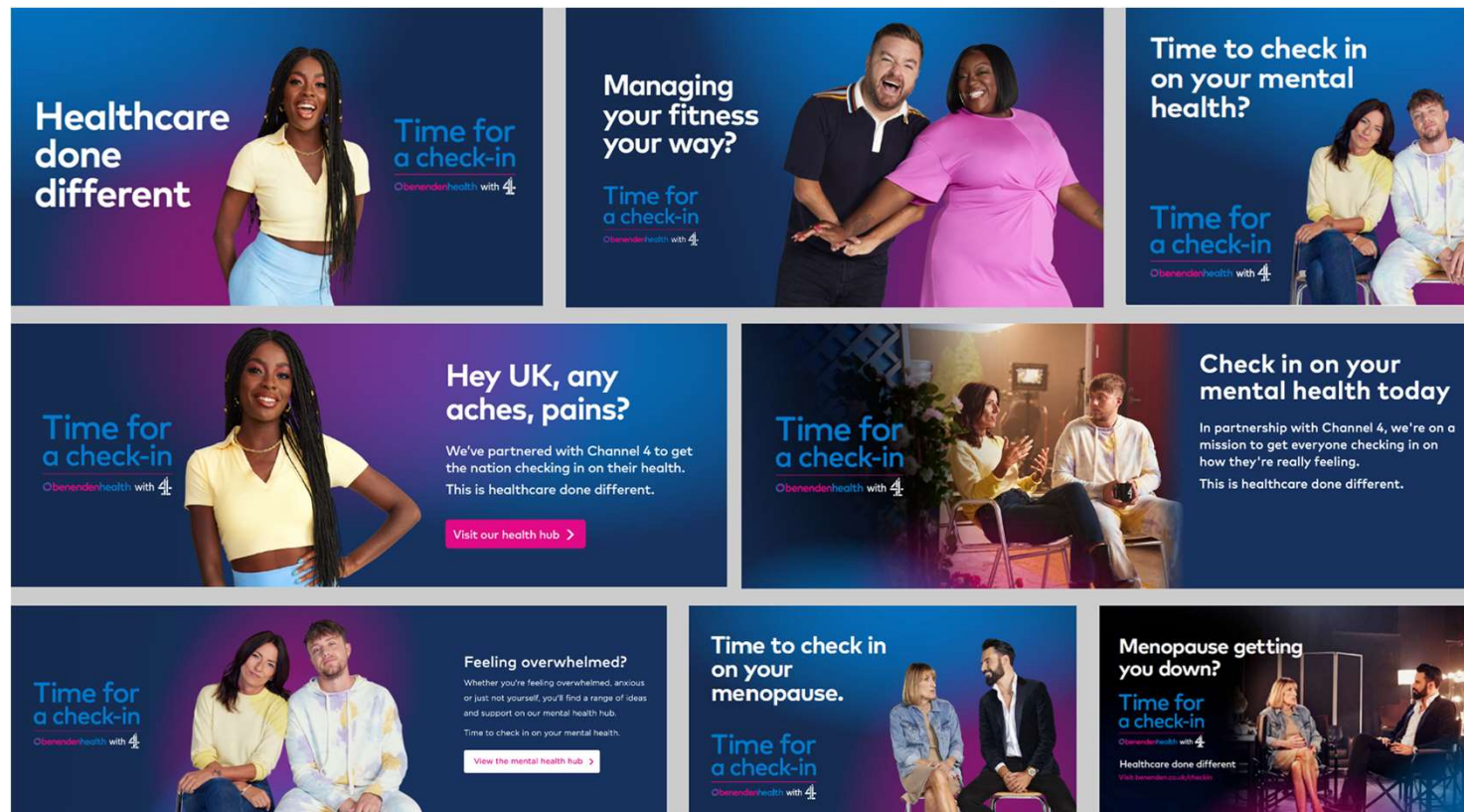
Improve the nations health by making private healthcare accessible to everyone

## One sentence brief:

Develop a partnership that can drive FAME with FEELING for Benenden Health



# Then it was back to the Board with a proposal and presentation to make a step change in brand investment





benenden  
health

With the Channel 4 partnership we are breaking through. We have found a formula that works with a partner with shared values. We're advertising without it feeling like advertising



Personal Relevance

Cultural Relevance

Platform Relevance



Framework for future partnerships and ideas

**We've super charged our  
brand evolution because  
of the Channel 4  
partnership**



# We've taken the brand from this.....



2014

your health and wellbeing matters

health plan

The affordable personal healthcare product that's just £8.19 a month.

When you become unwell, we understand that getting back to health is the most important thing to you. Being part of the benenden community means you're not alone when you're ill.

At benenden we believe the NHS does a fantastic job, and we don't aim to simply replicate the excellent care services they already provide.

Join us today for only **£8.19** per month

Join the family only £8.19 a month

0800 414 8134 [www.benenden.co.uk](http://www.benenden.co.uk)

2018



healthcare

THE AFFORDABLE ALTERNATIVE TO HEALTH INSURANCE

Healthcare for only **£10.25**

When you're ill, you don't want to wait

ORDERS 24/7

www.benenden.co.uk

benenden health

Because our brand is precious

benenden health brand guidelines



B2C BRAND GUIDELINES

version 1 - updated June 2018

benenden health

# To this....

2020

**Your guide to Benenden Healthcare**

July 2020

**Healthcare for Business**

Private healthcare for everyone

**Home insurance you'll feel at home with**

With up to 40% no claims discount\*

£50 M&S gift card or £20 gift card with every claim paid!

For home insurance with peace of mind. [benenden.co.uk/healthyhome](http://benenden.co.uk/healthyhome) 0800 414 8540

XX. Digital Pharmacy

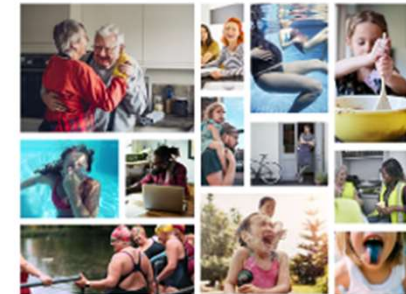
## Our photography style

Healthy isn't just about eating and living... it's about feeling good. Our mission is about feeling that way, being good at doing it and people, to help everyone as we feel the same as we do in our lives.

Our photography is key to helping our mission of making healthy feel like a lifestyle to us. It's about us, it's about feeling good, getting on with it, feeling like a champion, an expert, an insider or a superstar.

We want all energy to feel good, not just the good looking, the fit, the fit, the fit. It's all about feeling good, not just the good looking, the fit, the fit, the fit. It's about feeling good, not just the good looking, the fit, the fit, the fit.

All images should reflect an overall feeling of energy to all ages, men and women across the UK.



benenden health

## Sort out your aches and pains at home

£11.50 per person, per month

**Here for you and them**

Here for your healthcare for just £11.50 per month

Search Benenden Health

**Money worries?**

Talk to us about financial support

**Feeling run down?**

You don't have to have Covid to feel its effects



2022

Healthcare  
done  
different



Time for  
a check-in

benendenhealth with 4

Managing  
your fitness  
your way?

Time for  
a check-in

benendenhealth with 4



Time to check in  
on your mental  
health?

Time for  
a check-in

benendenhealth with 4



Time for  
a check-in

benendenhealth with 4



Hey UK, any  
aches, pains?

We've partnered with Channel 4 to get  
the nation checking in on their health.  
This is healthcare done different.

Visit our health hub >

Time for  
a check-in

benendenhealth with 4



Check in on your  
mental health today

In partnership with Channel 4, we're on a  
mission to get everyone checking in on  
how they're really feeling.  
This is healthcare done different.

Time for  
a check-in

benendenhealth with 4



Feeling overwhelmed?

Whether you're feeling overwhelmed, anxious  
or just not yourself, you'll find a range of ideas  
and support on our mental health hub.

Time to check in on your mental health.

View the mental health hub >

Time to check in  
on your  
menopause.

Time for  
a check-in

benendenhealth with 4



Menopause getting  
you down?

Time for  
a check-in

benendenhealth with 4

Healthcare done different

Visit benenden.co.uk/checkin



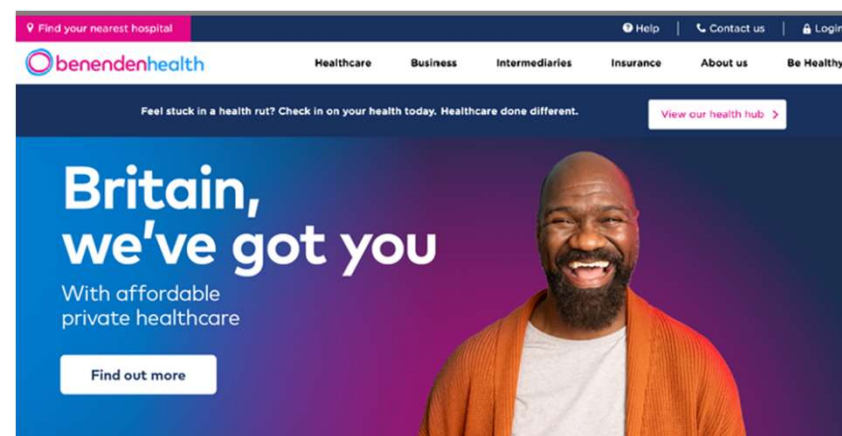
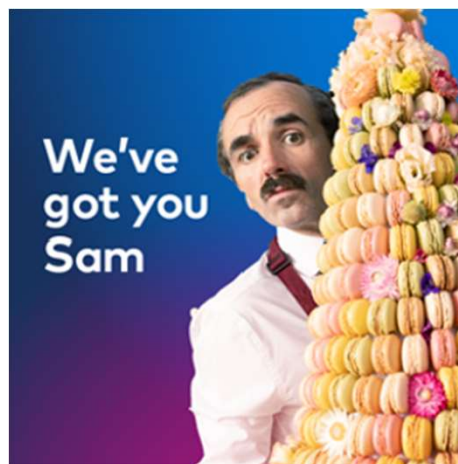
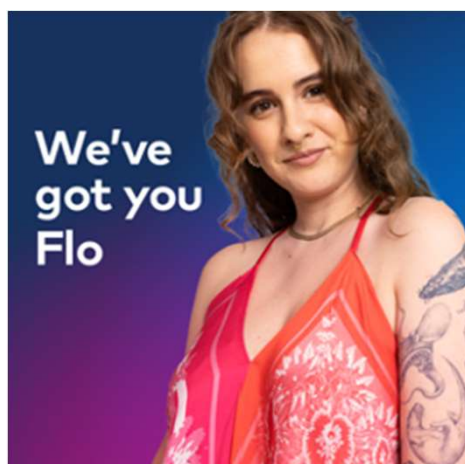
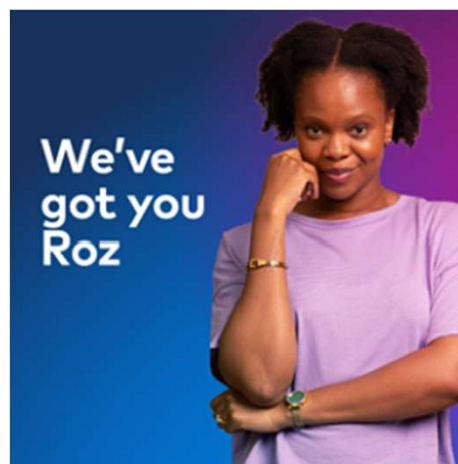
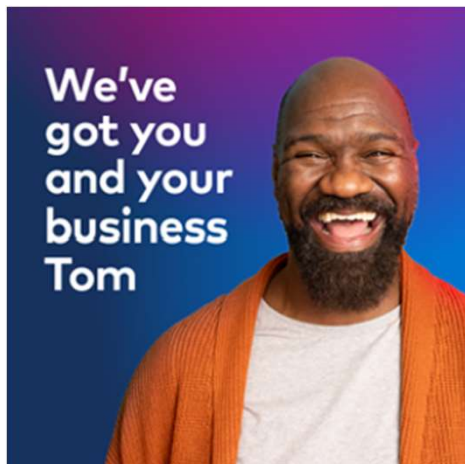
# The Present

But we didn't stop there.  
Channel 4 gave us permission to  
evolve the brand even further.  
To become a modern and inclusive  
mutual healthcare provider.  
Healthcare for the people of Britain.

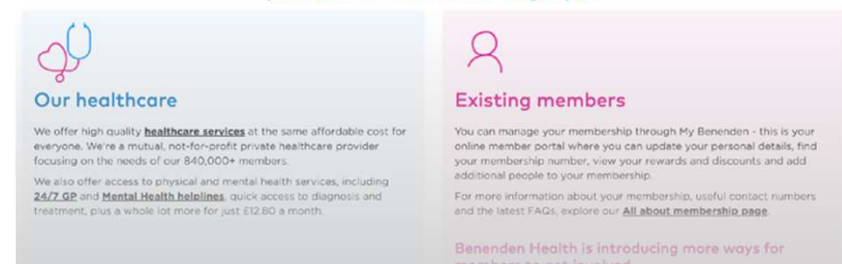
# On 4<sup>th</sup> September we launched 'Britain we've got you'



2023



Whoever you are, whatever your health, and whenever you need us – Britain, we've got you.









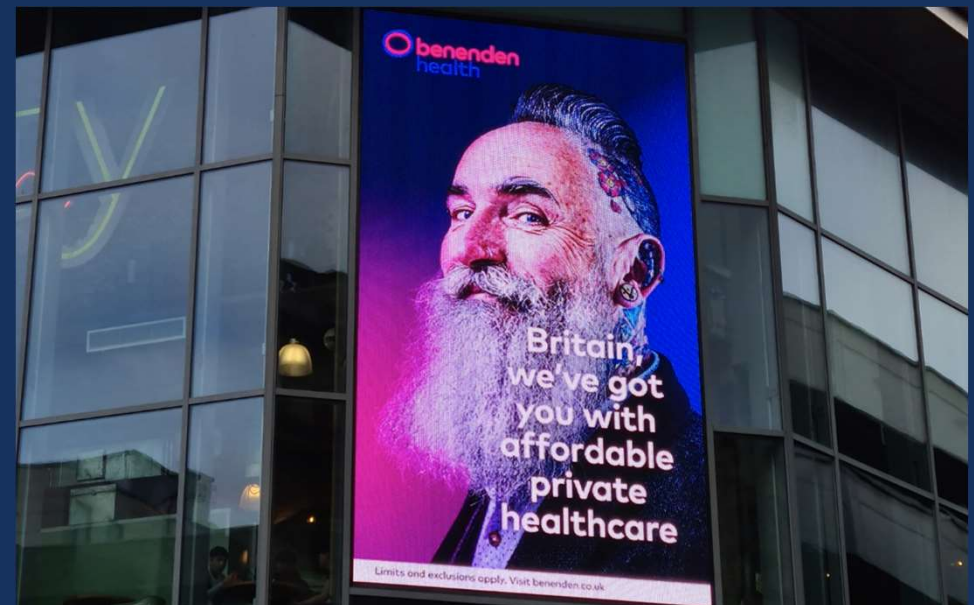


# So did the investment pay off? It certainly did

- ✓ Spontaneous brand awareness has increased by 650%
- ✓ 1 in 4 adults would consider Benenden Health vs 1 in 10 adults
- ✓ Awareness has grown more than any competitor
- ✓ Sales are at an all-time high
- ✓ Brand investment drives retention too
- ✓ Short- and long-term sales
- ✓ Web traffic peaked at +8000%
- ✓ More people are checking in on their health
- ✓ Improvement in our employer brand
- ✓ Stand out differentiated proposition – affordable and inclusive

# A few things I've learnt along the way to increase buy in

- Data, data, data
- Include evidence
- Set targets
- Know your proposal inside out
- Keep it clear and simple
- Present early
- Keep engagement and awareness high
- Once live, send regular updates to the SLT/Board
- Ask for support
- Be brave
- Never stop innovating
- Ultimate aim - Licence to operate





**Thank you**