

The Massachusetts Health Connector

Health insurance, get it before you need it.

2021-2022



In the 6th consecutive Open Enrollment campaign with Health Connector, ASG continued to focus on raising awareness and acquiring new members throughout Massachusetts. To micro-target demographically diverse communities, ASG used a combination of community events, traditional media tactics, and paid digital marketing strategies.



MASSACHUSETTS
**HEALTH
CONNECTOR**
the right place for the right plan

HEALTH INSURANCE,

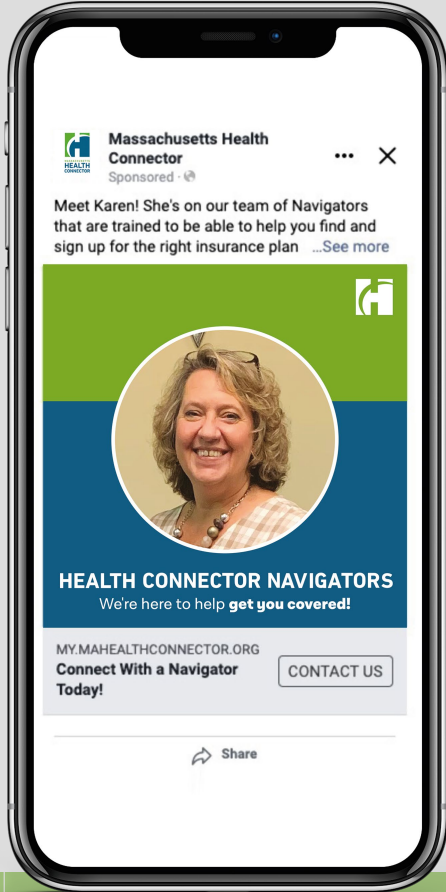
**GET IT
BEFORE**

YOU NEED IT

MAhealthconnector.org



CLICK TO WATCH



DIGITAL STRATEGY



1.2 million YouTube impressions

600k Facebook impressions

CLICK TO WATCH



ឧទ្ធរណ៍បានធានារ៉ាប់រងសុខភាព
មុនពេលអ្នកស្រែករោក

ការឧទ្ធរណ៍បានធានារ៉ាប់រងសុខភាពមុនពេលអ្នកស្រែករោក ឬពេលអ្នកបានបញ្ចប់ការងារសំរាប់
ក្នុងកិច្ចការងាររបស់អ្នកដែលបានបញ្ចប់ការងាររបស់អ្នកស្រែករោក ឬពេលអ្នកបានបញ្ចប់ការងារសំរាប់
ឧទ្ធរណ៍បានធានារ៉ាប់រងសុខភាពមុនពេលអ្នកស្រែករោក ឬពេលអ្នកបានបញ្ចប់ការងារសំរាប់
រយៈពេលមិនលើសពី 23 ខែ ឆ្នាំ 2022
ទូរស័ព្ទមេតេរោសម្រាប់ 1-877-MA-ENROLL
ម៉ូតូអ៊ីម៉ែល ៖ MAHealthConnector.org

Obtenha Seguro de saúde
antes de precisar

Obter um seguro de saúde acessível é mais fácil do que nunca. Não deixe para
depois de um acidente ou problema de saúde sério. Obtenha o seu agora.
INSCRIÇÕES ABERTAS ATÉ 23 DE JANEIRO DE 2022
Ligue já para 1-877-MA-ENROLL ou visite o nosso site
MAHealthConnector.org

MEDIA BUY



1k televisions spots

5.4k radio spots

25 print ads



**Health Insurance,
Get it before you need it**

MA HEALTH CONNECTOR
The right place for the right plan

Open Enrollment runs through January 23, 2022 | MAhealthconnector.org



**Seguro de salud,
Obténlo antes de necesitarlo**

MA HEALTH CONNECTOR

Inscripciones abiertas hasta el 23 de enero de 2022 | MAHealthConnector.org/es



TRANSCREATIONS

ENGLISH - CHINESE SIMPLIFIED - HAITIAN CREOLE - PORTUGUESE - SPANISH - VIETNAMESE - KHMER



COMMUNITY
ENGAGEMENT



>1.5k
Window signs
placed

>16k
Flyers
handed out

>1k
Businesses
visited

21
Events

EXPOSURE AT TOP-PERFORMING EVENT

205
conversations

Exposure to
>90K
people



SEGURO DE SAÚDE,
**OBTENHA-O
ANTES
DE PRECISAR
DELE**



MAhealthconnector.org



asg