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LEVEL Gets the Gold Second Year in a Row at Annual MM&M Awards

Prestigious healthcare industry awards program recognizes LEVEL for campaign using embedded QR codes to give consumers instant quotes on Medica's insurance plans.

MINNEAPOLIS (Oct. 18, 2011) — For the second year in a row, Minneapolis firm LEVEL received top honors for a marketing campaign on behalf of Medica at the Annual Medical Marketing and Media (MM&M) Awards. Taking place on Oct. 11 in New York City, the MM&M Awards included more than 700 industry leaders celebrating exceptional creativity and effectiveness in healthcare communications.

LEVEL received a Gold Award for “Best Total Integration Program for Small Companies” for its creative use of QR codes and specific marketing targets in an effective campaign for Medica’s individually tailored health insurance plans called “Plans that fit your life.” The QR codes were used on billboards, bus shelters, print ads and more to give consumers immediate price quotes on health plans from their mobile devices. The campaign also used attention-grabbing visuals to depict its target audience—individuals who are not eligible for group coverage such as the self-employed, college students or unmarried couples.

One judge noted that the campaign was “an edgy approach with great use of QR codes and great results.” Medica saw a 42 percent increase in applications and jumped from fourth to second place in market position with a 3.4% hike in market share.

“The recognition from MM&M is testament to LEVEL’s longstanding commitment to implementing strategic and creative campaigns that deliver great results,” said Kim Thelen, LEVEL’s vice president of strategic planning and client service. “We are proud to be honored for the second year in a row for our work on behalf of Medica.”

(more)



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In 2010, LEVEL received the same honor at the MM&M Awards for a separate campaign to promote Medica's continuation coverage for the unemployed.

To see LEVEL's work for Medica and "The plans that fit your life" campaign, visit www.levelbrand.com.

About LEVEL

LEVEL is a global brand, marketing and communications firm headquartered in Minneapolis. LEVEL was founded over 24 years ago by John Foley, CEO and author of *Balanced Brand, How to Balance the Stakeholder Forces That Can Make or Break Your Business*. For further information about LEVEL visit www.levelbrand.com or call (612) 338-8000.

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