

CIGNA CASE STUDY



The high-impact direct mailer drove the highest response rates, outperforming the postcard by **960%** and the email by **280%**.

CLIENT: Cigna

INDUSTRY: Insurance

PROJECT: Multi-Wave Integrated Campaign

SG SERVICES: Direct Mail, Creatives Services, and Digital

BACKGROUND

Cigna is a global health service company dedicated to helping customers improve their health, well-being, and sense of security. Cigna also delivers insurance plans for colleges that include affordable plan choices.

PROJECT GOALS

- > Pique the interest of HR Prospects in Higher Education
- > Generate business
- > Initiate webinar registrations for noted speaker event
- > Create consideration for Cigna amongst this audience
- > Build awareness of Cigna as a thought leader

CHALLENGES

There are volumes of complex information being sent to HR prospects in higher education and existing customers causing confusion and creating clutter.

OUR APPROACH

Structural Graphics developed a multiple touch-point integrated campaign that included a high-impact mailer, a landing page, several email touches, and a postcard. As part of the fulfillment package, a book was sent to registrants with a personalized letter which allowed for an additional opportunity to brand the experience.

SUCCESS

The direct mailer drove the highest response rates, outperforming the postcard by 960% and the email by 280%. The first email following the high-impact mail piece was also the highest performing email of the campaign.



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