

A CASE STUDY IN COLLABORATION



The Vision Plan:

To get your employees the highest-quality vision care program with the lowest out-of-pocket costs, you need a partner with proven vision benefits experience. An organization that makes it easier for you to focus on the bigger challenges of today's difficult economy. Davis Vision is the solution that allows you to **SEE LIFE**.

The Client Challenge:

GEICO is a large organization, with multiple locations nationwide, and had never offered a vision program to their employees before. They selected Davis Vision knowing we would deliver a quality benefit that best matched the needs of their employees. GEICO needed a partner that could develop a solution that would drive enrollment, and we built a co-branded campaign to do just that. A consultative approach emerged based on this need, and our Client Management, Sales and Marketing teams worked closely with GEICO's Human Resources department to develop a targeted marketing campaign and contest to drive enrollment – all in a very short timeframe. Materials were created using the GEICO logo as well as their mascot, The Gecko®. We were able to successfully infuse their own branding into our materials, even putting The Gecko® in eyeglasses!

The Marketing Plan:

The targeted campaign included multiple pieces mailed to employee homes and delivered electronically to employee work e-mail addresses. We placed The Gecko® in obscure places within the marketing materials and asked the employees to "Find The Gecko®." 25 randomly selected contest winners received free eyeglasses, sunglasses or readers at one of our affiliated retail stores.

The Basic Client Need:

The contest addressed three needs for GEICO:

- Increasing voluntary enrollment for their new vision benefit
- Engaging their employees and delivering vision benefit information in a consistent format
- Increasing Davis Vision brand recognition without sacrificing their own brand identity

Measuring Benchmarks:

The success of this outreach effort can be measured against a number of parameters – typical enrollment for a voluntary program is approximately 35%-40%. GEICO's Human Resources team was hoping for a 60% enrollment as a result of our enhanced marketing efforts.

Return on Investment:

GEICO established benchmarks for Davis Vision plan enrollment based on previous enrollment for medical and specialty products of 30% of eligible employees. Through our collaborative marketing efforts we were able to double the expected enrollment level and exceed GEICO's expectations.

Continued Partnership:

Our Marketing department is a collaborative partner with all of our clients. Our dedicated team of Client Managers will work with your Human Resources department to tailor campaigns to drive voluntary enrollment and provide education about vision benefits. Let's partner to achieve success for your company as well!

