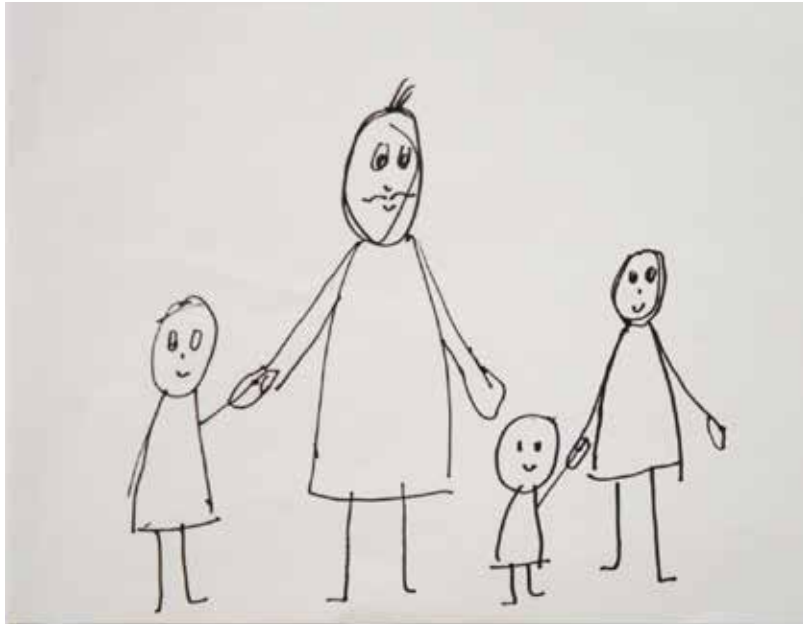


Sea Mar AIGA Changemakers

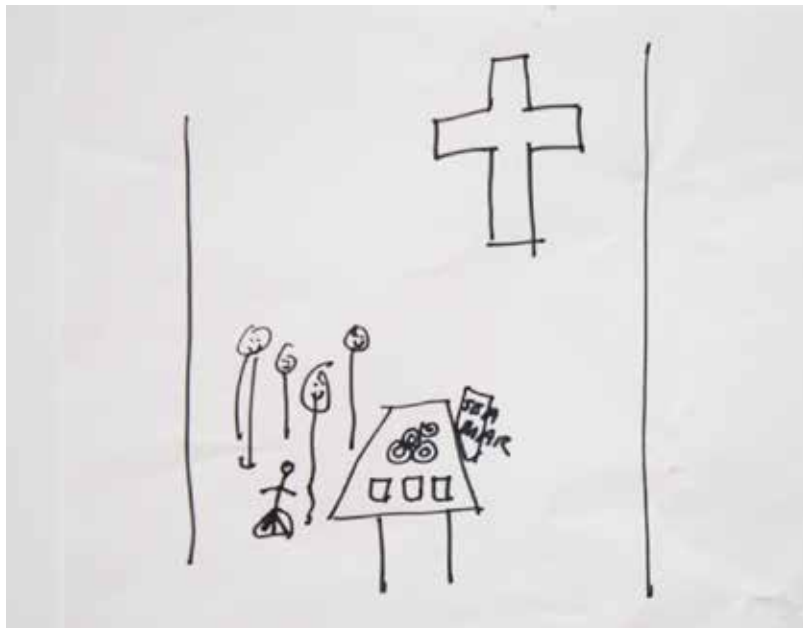
Tin Shoe Creative, September 2016.



family



job



church



school

Where we started:

Identify opportunities to intervene earlier with at-risk populations.

Recap:

4 Months

20+ homeless

3 case coordinators

2 directors

15 goody bags distributed

1 competitor

We heard:

- **Many of the homeless are the working poor.**
- **They seek out help when they really need it.**
- **Sea Mar is program rich & time strapped.**

We heard:

- **Insurance is an opportunity to intervene earlier.**
- **Insurance is a path to new patients and growth.**
- **Sea Mar is facing a new paradigm of competition.**

We can offer:

A replicable method that can target different segments over the course of the year.

Our opportunity

Help Sea Mar intervene earlier with at-risk populations by increasing the number of insurance sign ups and 1st appointment visits using a **replicable method** that targets (various at-risk segments).

Hurdles

Sea Mar is now competing with other health care organizations for at-risk patients who are very hard to reach unless they come to us first. This population is **working so hard to get by** that health care isn't a priority.

Insight

Stress causes people to overestimate the possibility that things will get better and therefore are less likely to prepare for the worst. **Stress is keeping our population from taking action.**

Solution

Engage our population before a problem arises by creating multiple touch points that **harnesses our segment's biggest stressor** (example here) and make them feel the importance of making health insurance or their 1st appointment a top priority.

Context

Other community health care providers are using standard stock photography and happy smiling people to raise awareness. Very few are using emotion effectively. If we use unexpected perspectives and approachable visual language to **tell emotional stories** we will break convention and stand out. Don't be afraid to make it feel heavy.

Concept

(segment specific)

Tactics

Digital, Social, Print, Physical (segment specific)

Our population:
Isn't homogeneous.

When we talk to everyone we talk to no one.

Our opportunity

Intervene earlier with at-risk populations by increasing the number of insurance sign ups and 1st appointment visits with **communications that target at-risk parents.**

Hurdles

Sea Mar is now competing with other health care organizations for at-risk patients who are very hard to reach unless they come to us first. This population is working so hard to get by that health care isn't a priority.

Insight

Stress causes people to overestimate the possibility that things will get better and therefore are less likely to prepare for the worst. Stress is keeping our population from taking action.

Solution

Engage our population before a problem arises by creating multiple touch points that **harnesses our segment's biggest stressor, in this case their kids,** and make them feel the importance of making health insurance or their 1st appointment a top priority.

Context

Other community health care providers are using standard stock photography and happy smiling people to raise awareness. Very few are using emotion effectively. If we use unexpected perspectives and approachable visual language to tell emotional stories we will break convention and stand out. Don't be afraid to make it feel heavy.

Concept

Brave through the eyes of our children – All of us are only human; but in the eyes of our children we are incredible.

Tactics

Digital, Social, Print, Physical (segment specific)

Other segments:

Parents

Pregnant Mothers

Single Men

Single Women

Elderly

Disabled

HEADLINE IDEAS

- THE WEIGHT OF THE WORLD IS ON YOUR SHOULDERS, LET'S KEEP THOSE SHOULDERS HEALTHY
- THEY DEPEND ON YOUR STRENGTH. WE SPECIALIZE IN IT.
- LET'S KEEP YOU AS STRONG AS THEY SEE YOU.
- WE SEE YOU HOW THEY SEE YOU. INCREDIBLE.
- WE HELP KEEP YOUR MONEY MAKERS MAKING MONEY.

IMAGERY INSPIRATION RECA

Dulce Pinzon photography: hardworking everyday people shown as people of strength in our communities and families



SEA MAR FEEDBACK:

- Consider using Luchadores, not superheroes for cultural sensitivity and respect
- Colorful imagery feels right
- Show comps in both English and Spanish
- Make sure the headlines aren't lost in translation

WE ALSO EXPLORED

- **SHOWING THE VIEWPOINT OF A CHILD IN A MORE OBVIOUS WAY**
- **SEEING 2 VERSIONS OF THE SAME SITUATION**
- **LAYOUT AND REPLICABLE DEVICES**

LET'S KEEP YOU
AS STRONG
AS THEY SEE YOU



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Sea Mar
Community Health Center
Caring for the Community

VAMOS A MANTENERTE
TAN FUERTE
COMO ELLOS TE VEN



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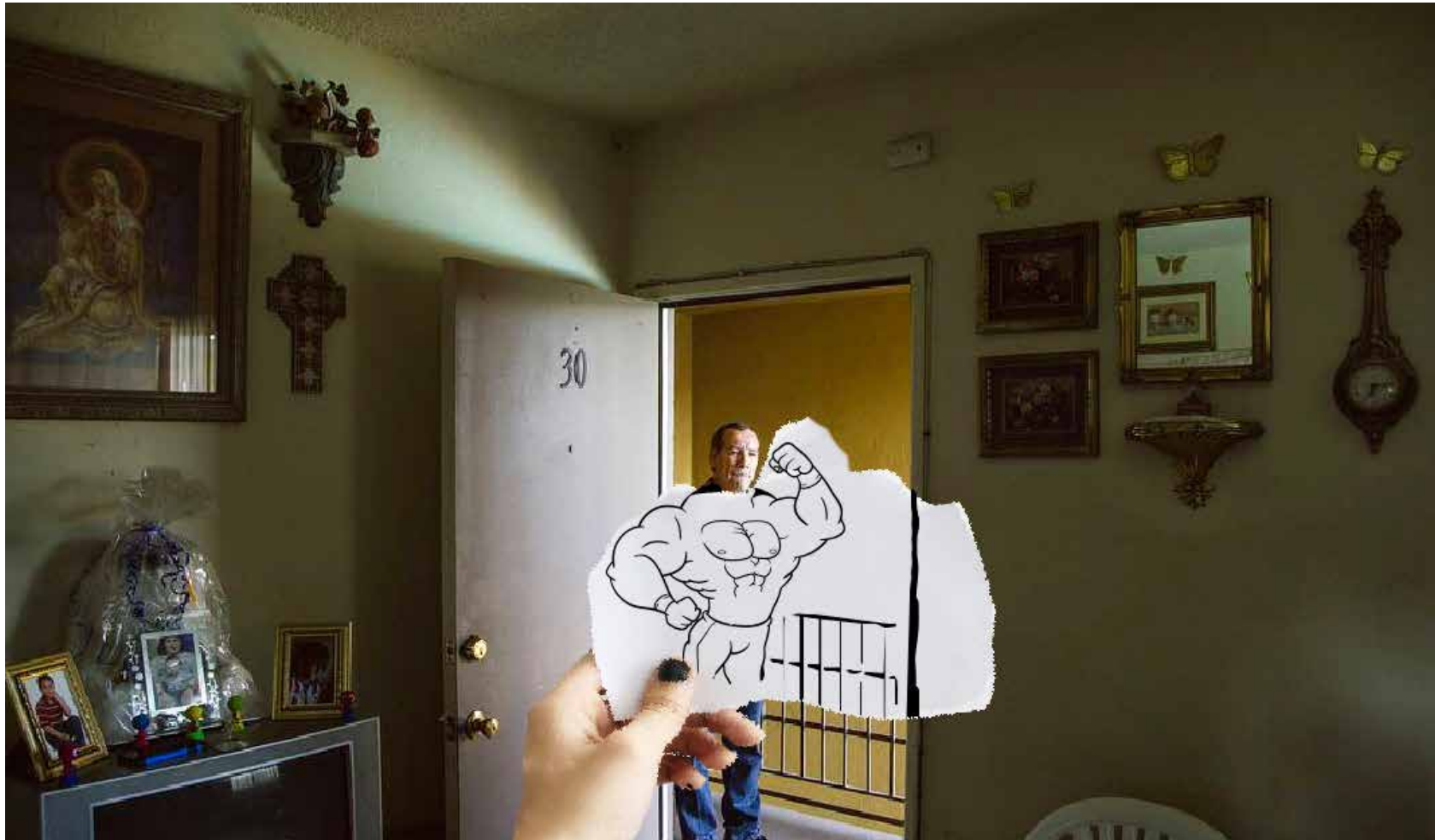


VAMOS A MANTENERTE
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LET'S KEEP YOU

AS STRONG AS THEY SEE YOU



Recommended next steps:

- **Further research into the at-risk population**
- **Analyze the stressor for each segment**
- **Create segment specific tactics**