

MARKETING KIT OVERVIEW



BlueCross
rewardsSM 

Educating and rewarding your employees to shop smarter for the care they need.

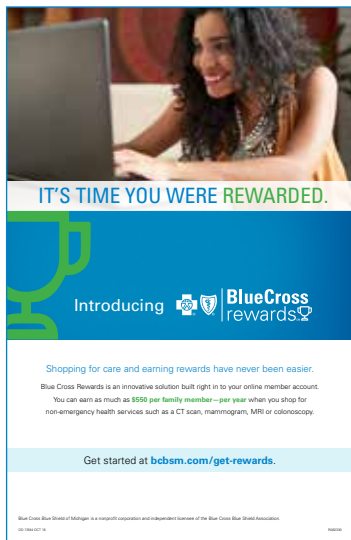
WHAT IS BLUE CROSS REWARDS?

This member-driven program rewards your employees with e-gift cards when they shop for and select non-emergency health care services on bcbsm.com. With more than 100 imaging and outpatient services for price comparison, it's easy to save on out-of-pocket expenses. Rewardable services include an X-ray, mammogram, CT scan, MRI, colonoscopy, and many more. Once the member has completed a service, and the claim is verified, he or she will receive an e-gift card worth \$25 to \$75 via email. Cumulative totals equal \$550 per calendar year – per family member. E-gift cards are redeemable at Amazon, Target, Home Depot and more.

Blue Cross Rewards is conveniently built into your employee's online registered member account. Direct employees to visit bcbsm.com/get-rewards to get started.

HOW TO MARKET AND PROMOTE

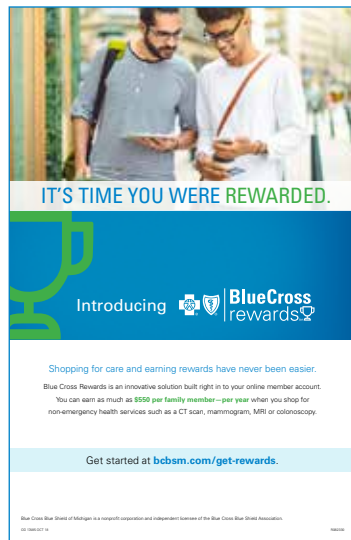
Below are sample images of what's inside and digitally on bcbsm.com/engage. Use this marketing collateral to promote the Rewards program to your employees through a variety of methods.



Poster 1

Size: 11x17 portrait

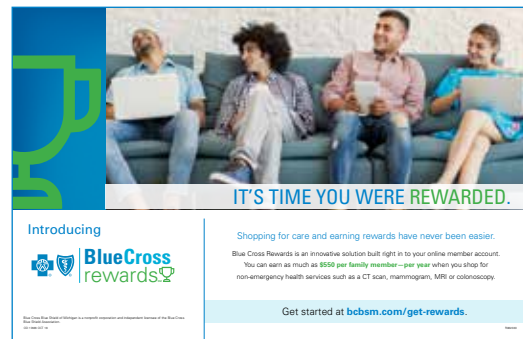
Form number: OD 17484 OCT 18



Poster 2

Size: 11x17 portrait

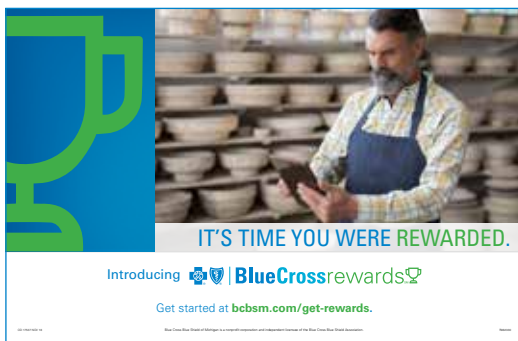
Form number: OD 17485 OCT 18



Poster 3

Size: 11x17 landscape

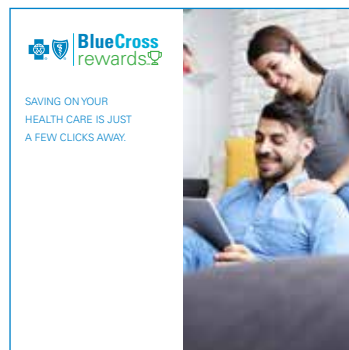
Form number: OD 17486 OCT 18



Poster 4

Size: 11x17 landscape

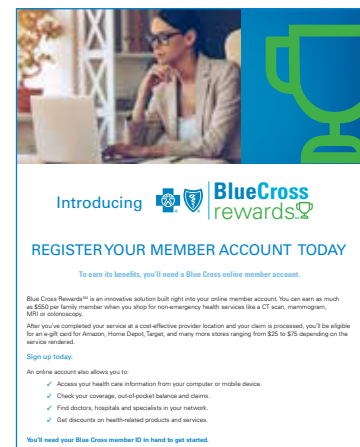
Form number: OD 17537 NOV 18



Member brochure

Size: 8.5x8.5

Form number: OD 17478 OCT 18



Member flyer

Size: 8.5x11

Form number: CF 17542 DEC 18



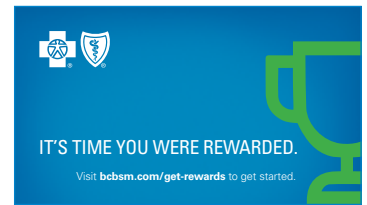
Direct mail postcard 1: Program introduction

Size: 8x4
Form number: OD 17493 OCT 18



Direct mail postcard 2: Program benefits

Size: 8x4
Form number: OD 17494 OCT 18



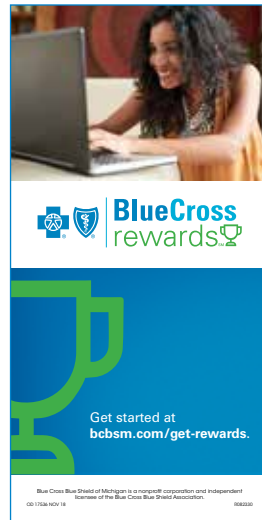
Wallet card

Size: 3.25x2
Form number: OD 17540 NOV 18



Kickercard 1 - Promotional

Size: 8x4
Form number: OD 17535 NOV 18



Kickercard 2 - Promotional

Size: 8x4
Form number: OD 17536 NOV 18



Square web ads

Available online only
300x250



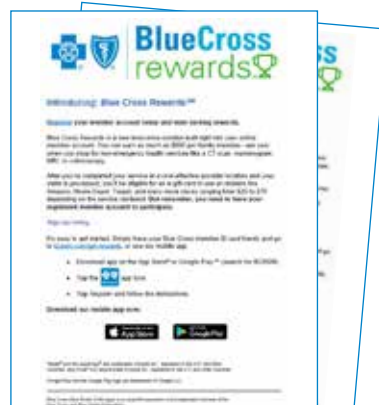
Leaderboard web ad

Available online only
728x90



Newsletter template

Available online only
Copy for your company newsletter.



Email templates

Available online only
HTML ready email marketing.



Desktop images

Available online only



CAMPAIGN ROLLOUT

With a combination of digital and printed collateral pieces, you can develop your own employee campaign rollout of the Blue Cross Rewards program.

Below is a recommended cadence to assist you in promoting the program to your employees:

RECOMMENDED CAMPAIGN ROLLOUT	
First quarter – Awareness	Promote year-round
Member email template 1	Kicker cards Member flyer Posters Promotional and tutorial videos
Newsletter template	
Web ads	
Second quarter – Utilization/awareness	
Member email template 2	
Wallet cards	
Third quarter – Utilization/awareness	
Postcard direct mailer 1	
Wallet cards	
Fourth quarter – Utilization	
Postcard direct mailer 2	
Web ads	

To help maintain consistent communications throughout 2019, Blue Cross will also market and promote the Rewards program through the following omni-channels:

- Blogs
- Direct mail
- Member emails
- SMS messaging
- Social media

Still have questions? Contact your Blue Cross sales representative or agent for more information on promoting Blue Cross Rewards to your employees.



Blue Cross Blue Shield of Michigan is a nonprofit corporation and independent licensee of the Blue Cross Blue Shield Association.

The Amazon, Target and Home Depot names are the property of their respective holders. Use of them does not imply any affiliation with or endorsement by them.