



L.A. Care Covered Go-To-Market Strategy

Round 3 - Creative



FY26 LACC OEP GTM Timeline Date Range: June – Nov, 2025

Tue 6.10.25

Outline review:
Strategic
Marketing Plan

Round 1: Obtain
approval/alignment of
Strategic Marketing Plan

Round 3: Obtain Final
Sign Off with Linda
Greenfeld & team

★ Sat 11.1.25
LACC OEP – Go Live!

June

July

August

Sept-Oct

Nov

Tue 6.24.25

Round 1:
Marketing Strategy
presentation

Mon 8.4.25

Round 2:
GTM Messaging
presentation

📍 **We are here!**
Wed 9.3.25
Round 3:
GTM Creative
presentation

Marketing Develops
GTM Tactics

Key member material dates:

- **Kick off:** June 24
- **Podio Submissions:** July – Aug
- **OAD Letter:** due out ~Sept 22
- **Renewal Kits:** In hand by ~~Oct 1~~ **Oct 15**
- **Welcome Kits:** Begin distribution Oct 1
- **1st Draft EOC Bundles:** due to Covered California by Aug 15
- **EOC Bundles:** publish by Oct 1
- **Plans-at-a-Glance:** publish by Oct 1
- **LACCD publish by:** Nov 1

Key callouts:

- **NEW!** Messaging Playbook was distributed to internal partners on Tues 9.2.25
- Strategic Sales Plan to come
- Segmentation findings to come. Marketing to refine plans to align with segmentation details

Recap Round 2 – Messaging & Creative Direction

We advanced our strategy by defining a clear messaging framework and previewing creative direction—focusing on accessibility, tone, and alignment across channels.



Messaging Framework Evolution

Introduced a full-funnel approach, positioning our plan as a support system and not just a health plan.

Strike the right balance of **transparency, empathy, and value.**

Tone Principles: Empowering, Humanized, Insightful, Reassuring, Straightforward.



Acknowledging What Members are Experiencing

Recognized the need to acknowledge price increase, building trust with members.

-Address transparently but sensitively in lower-funnel touchpoints (renewals, emails, welcome letters).

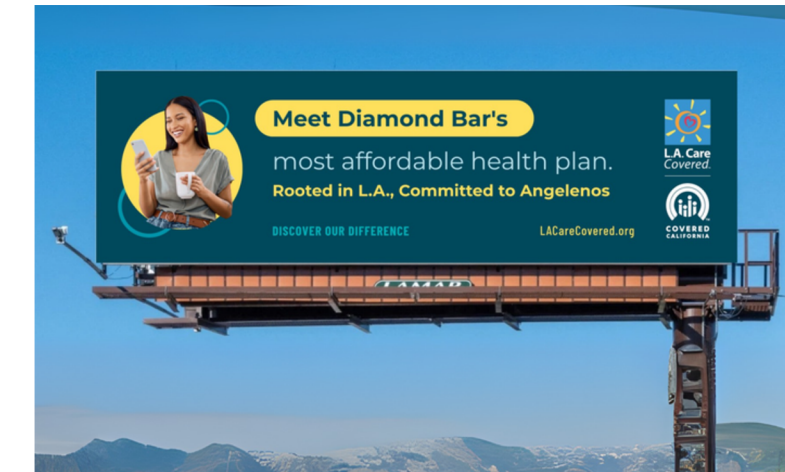
-Maintain affordability, value, wellness focus in top- and mid-funnel messaging.



Operational Alignment Needs

Acknowledged need for cross-functional alignment and coordination for brokers and call centers.

LACC FY26 **GTM Messaging Playbook** to ensure consistent messaging across the organization



Creative Direction Preview

Presented new visual direction prioritizing cohesion and cultural relevance.

Feedback noted alignment with hyper local messaging & creative

Round 3 – Bringing Strategy to Life

Transitioning from strategy and messaging to activation with creative assets that will guide members through their journey with clarity and resonance.

Key Focus Areas:



Strategic Alignment

Ensuring creative execution reflects our established messaging framework.

Visual Direction

Refining tone and aesthetics to connect authentically with members.

Journey Executions

Creating touchpoint-specific communications across the member experience.



LACC Campaign Evolution

How past campaigns inform current direction.

FY23

FY24

FY25

Seasonal Creative Trends

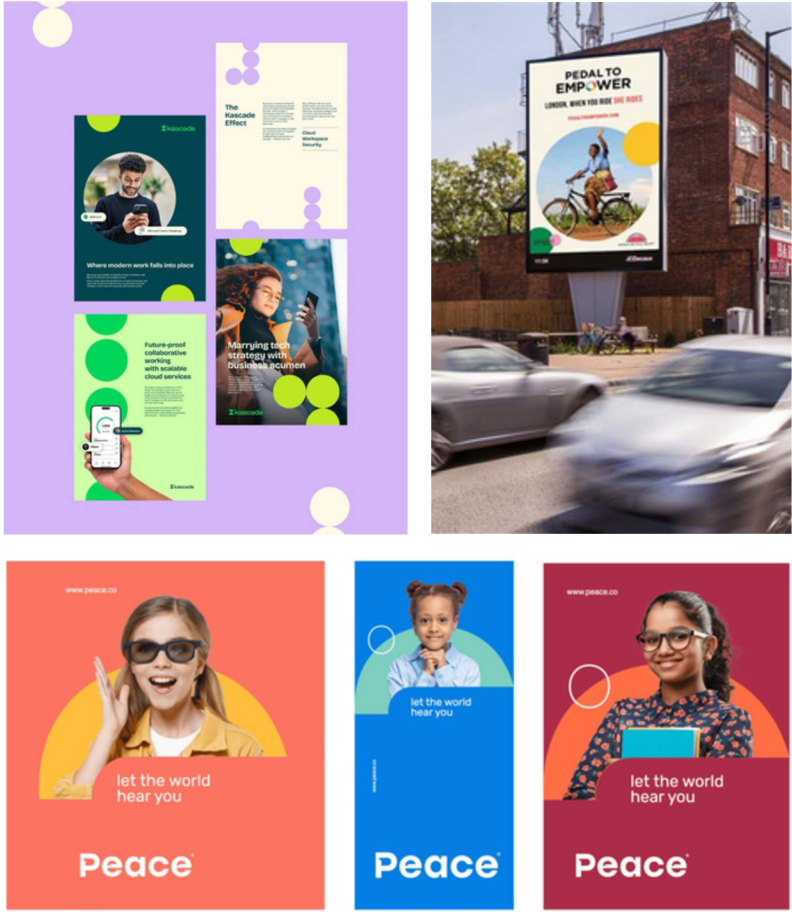
- **Bold High Contrast**

strong color blocking
and large text



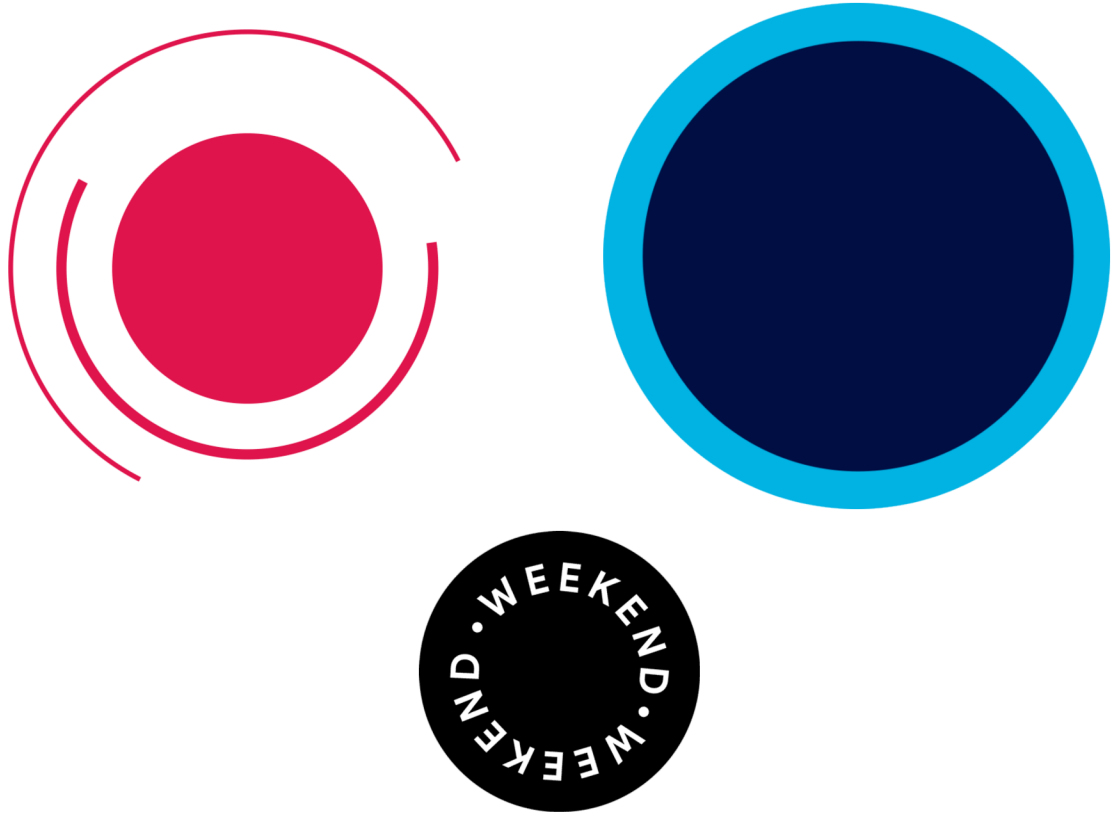
- **Shape play**

cropping photos in shapes,
and imaginative use of shapes



- **Motion**

animated designs creating
depth and interactive dimensions



Creative Approach

Bold Colors

Large field of yellow and teal create a strong recognizable presence. This approach ensures headline stand out, captures attention quickly, and builds consistent recognition across all channels.

Circle Accents

Simple circle accents keeps the design modern and flexible. The design element adapts across billboards, social, digital and member materials, ensuring consistency and flexibility.

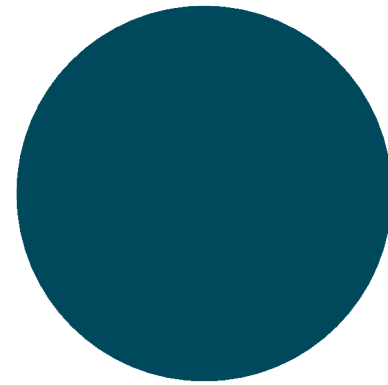
Human Centered Imagery

Photography highlights real people in authentic everyday moments. This grounds the campaign in community connection and makes the messaging feel approachable and relatable.

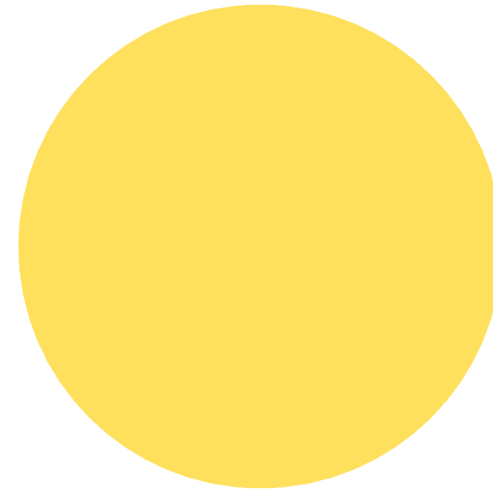


Colors

PRIMARY COLORS:

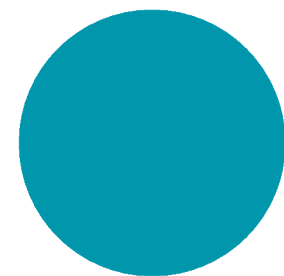


#00495C

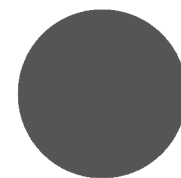


#FFE05C

ACCENT COLORS:



#0097AD



#555555

Empowering our LACC brand

Our color strategy is simple and direct: we are leading with the core LACC color palette. This approach strengthens our brand identity and leverages the recognition we've already built within the community.

- **LACC Dark Teal:** adds depth, professionalism, and a sense of trustworthiness.
- **LACC Yellow:** is bold and energetic, it grabs attention in crowded spaces and communicates optimism.
- **LACC Medium Teal:** Conveys health, wellness and gender inclusivity, making it approachable and balanced.
- **Foundation Gray:** provided clarity, modern balance and easy readability.

All together: Support campaign intent, capture attention, build trust and help connect with our community.

Iconography

Icons will be used for digital ads, printed materials and email campaigns



AFFORDABILITY



COMMUNITY & CONNECTION



CONVENIENT CARE



WELLNESS & PREVENTION



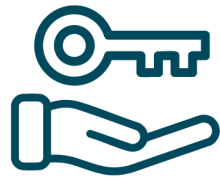
NETWORK



TRUST



MENTAL HEALTH



ACCESS

Why icons are essential in digital marketing:

Communicate Quickly – They convey ideas faster than text.

Enhance UX – Icons make content easier to scan, especially on mobile.

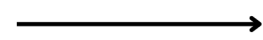
Support Branding – Custom icons create a consistent, recognizable look.

Boost Engagement – They draw attention and encourage interaction.

Aid Accessibility – Paired with text, icons improve clarity for all users.

Typography

Primary
Montserrat: Bold



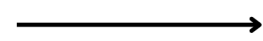
Budget-friendly health plans that are more “I’ve got this.”

Secondary
Barlow Condensed: Regular



Take the next step on your path to wellness.

Tertiary
Barlow Condensed: Regular



Choose from a wide network of top doctors, including 2,713 primary care doctors, 5,978 specialists, 61 hospitals, and 129 urgent care centers across L.A. County.

Font exploration:

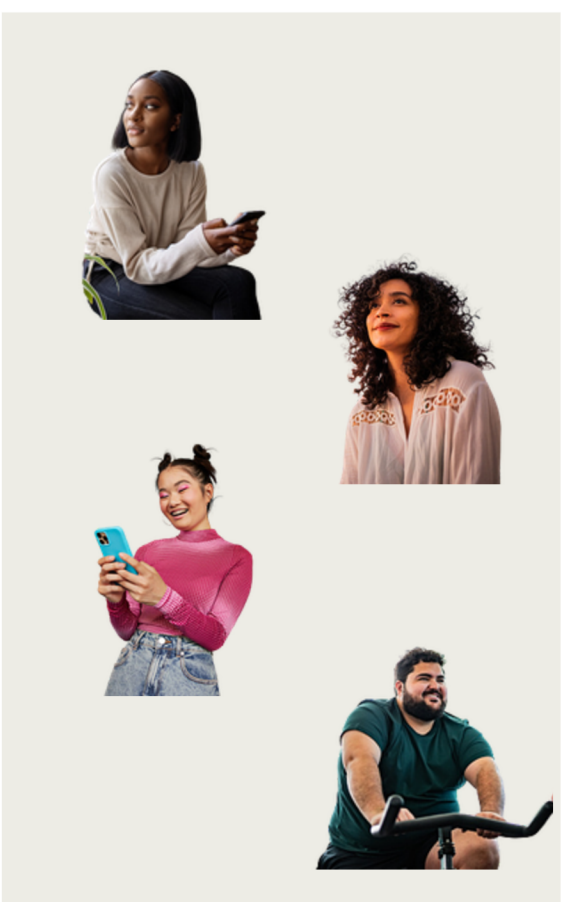


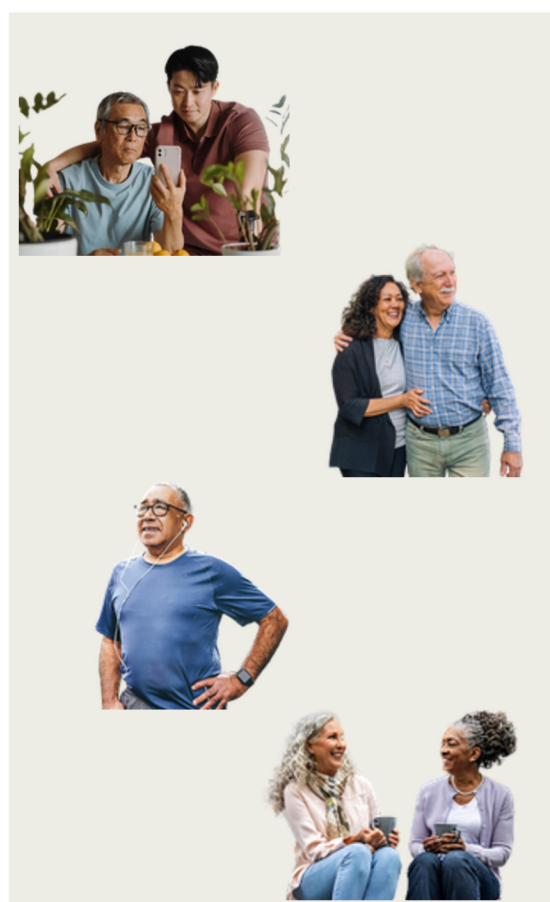
Choosing the right font was essential to balance personality, readability, and to ensure functionality in all campaign formats.

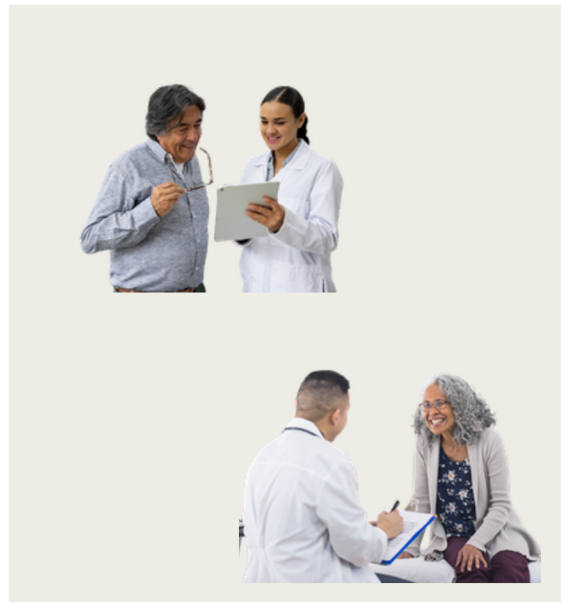
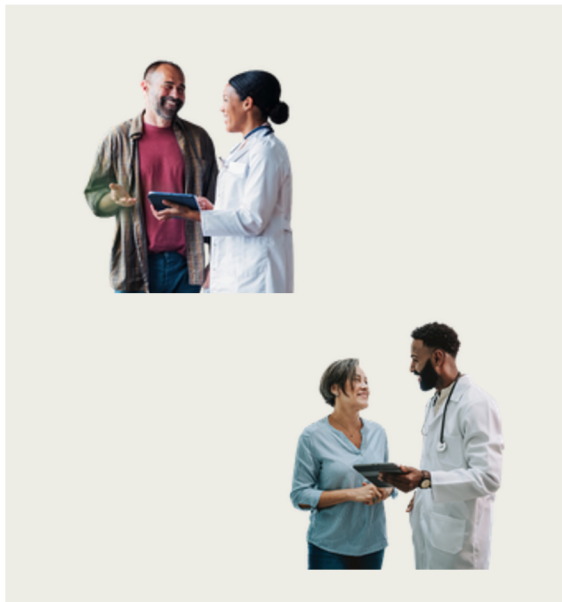
Montserrat Bold –Strong, modern, and eye catching for primary headlines.

Barlow Condensed–Strategically used for longer messaging, condensed form fits more copy while staying legible.

The two fonts create strong contrast while maintaining harmony. Montserrat grabs attention, Barlow supports details. This ensures clear hierarchy and easy legibility across every format.

Imagery

Gen Z (14-29)	Millennials (30-45)	Gen X (46-61)	Baby Boomers (62-80)
			
Provider and Member			



Imagery exploration:

Imagery helps set the tone and make the campaign feel real and relatable.

Authentic & Diverse – Photos highlight real, everyday moments that reflect the communities we serve.

Strategic Choices – Even with Gettys limitations, we prioritize images that feel human, approachable, and inclusive.

Consistent Tone – We ensure images work with color and typography to create a campaign that is cohesive and trustworthy.

Creative Sample – Billboard

Upper Funnel
Messaging:
T.V. Radio, OOH,
Billboards



Meet Diamond Bar's
most affordable health plan.
Rooted in L.A., Committed to Angelenos

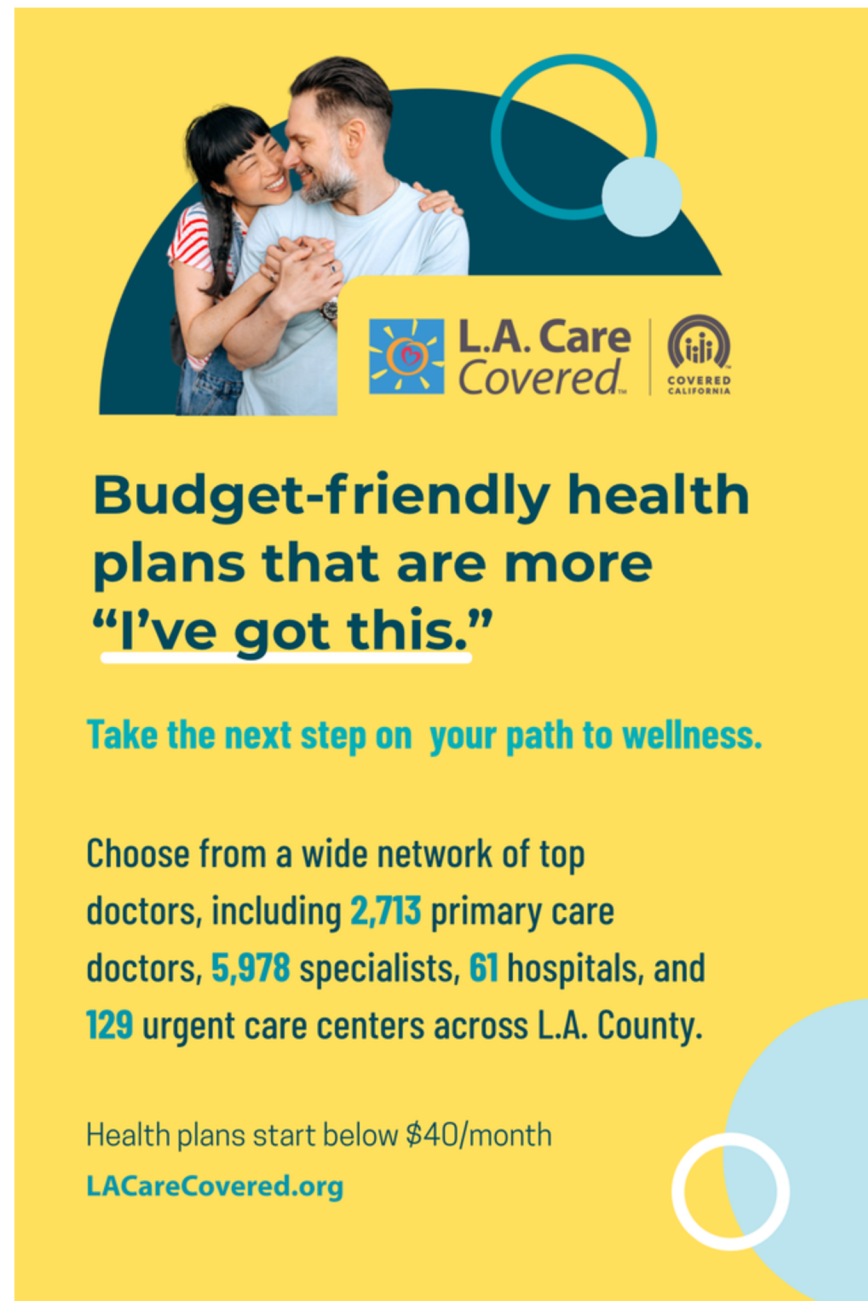
DISCOVER OUR DIFFERENCE



LACareCovered.org



Creative Sample – Bus Shelter

Upper Funnel
Messaging :
T.V. Radio, OOH,
Billboards



Budget-friendly health plans that are more “I’ve got this.”

Take the next step on **your path to wellness.**

Choose from a wide network of top doctors, including **2,713** primary care doctors, **5,978** specialists, **61** hospitals, and **129** urgent care centers across L.A. County.

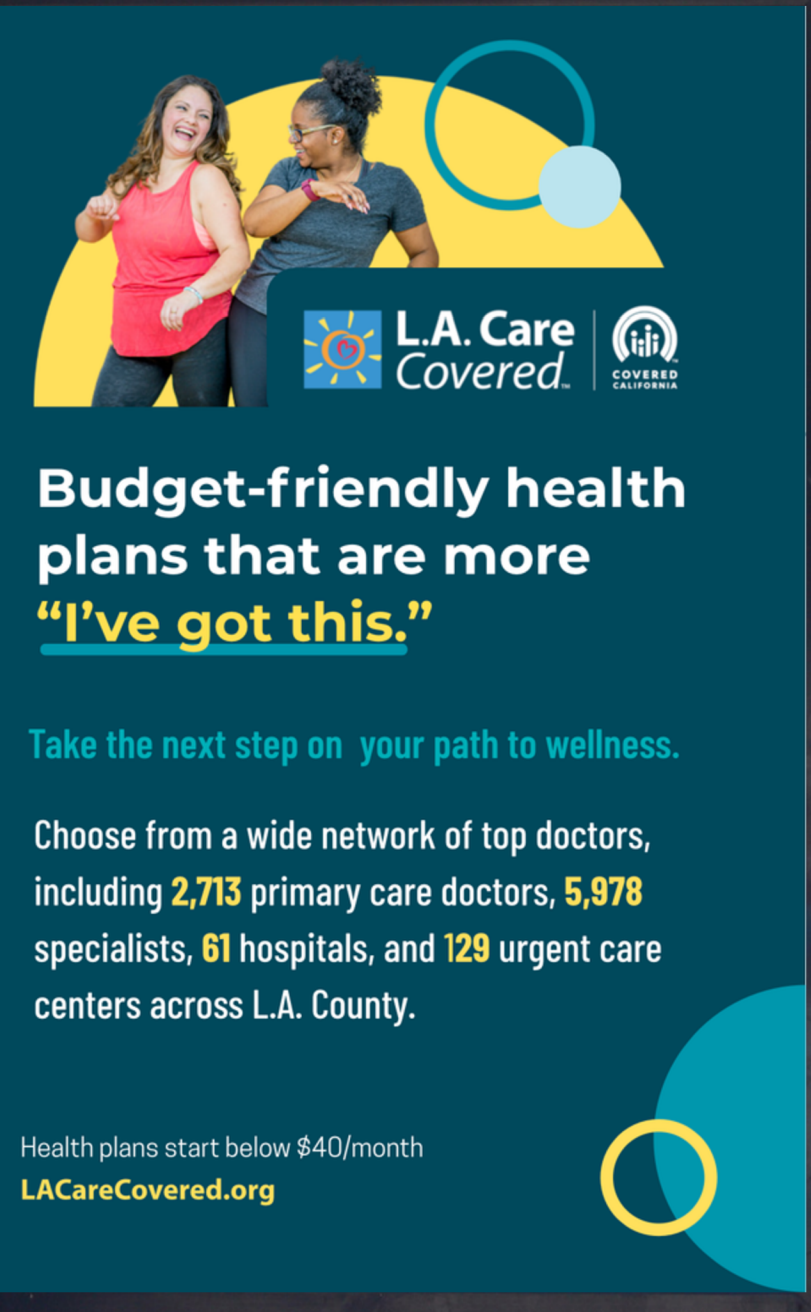
Health plans start below \$40/month
LACareCovered.org

PRIMARY MESSAGING:
Product Taglines


SECONDARY MESSAGING:
Product Taglines

TERTIARY MESSAGING:
Key Value Props

CTA:
Call-to-Action







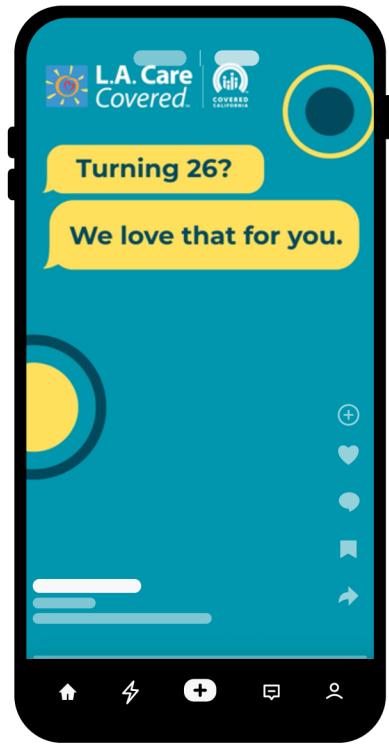
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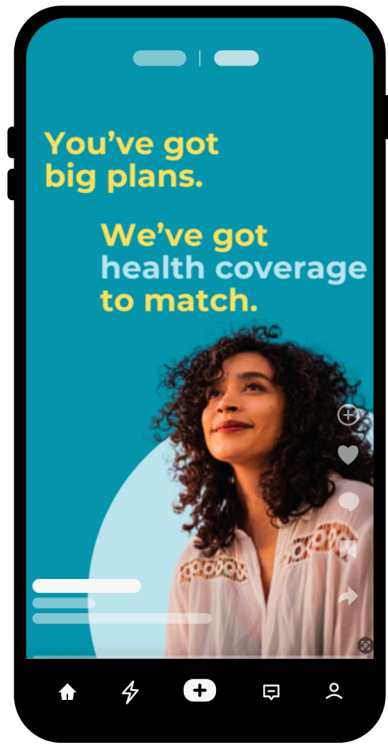
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Creative Sample – Social Media Story



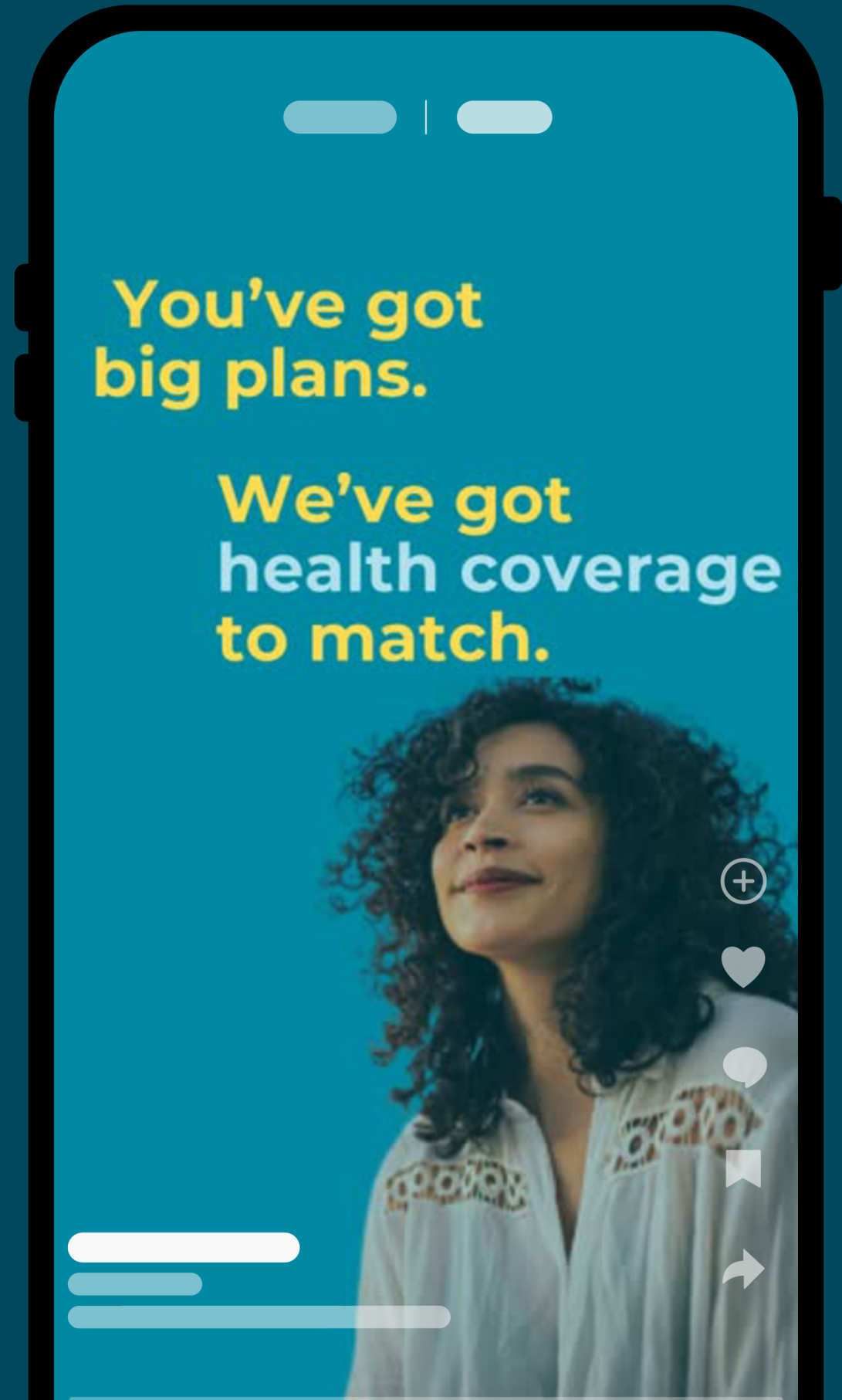
PRIMARY MESSAGING:
Product Taglines



SECONDARY MESSAGING:
Key Value Props



CTA:
Call-to-Action



Creative Sample – Direct to Consumer

You're always at home
WITH L.A. CARE

We are committed, now more than ever, to providing you and your loved ones with access to quality, affordable health care. L.A. Care Covered™, through L.A. Care, is able to offer a wide array of health plan choices to you and your family as a Qualified Health Plan (QHP) of Covered California™.

L.A. Care Covered.

2026 Member Benefit & Resource Guide

1.855.270.2327 | TTY 711 | lacare.org

L.A. Care Covered.

Budget-friendly health plans that are more "I've got this."

Take the next step on your path to wellness.

LACareCovered.org

The deadline to upgrade your health plan with L.A. Care Covered™ is quickly approaching. See steps to upgrade your plan [here](#) before **January 31st**.

Get more & pay less on your path to wellness!

Keep your out-of-pocket costs low by switching to a premium health plan so you can secure your favorite benefits, including:

1. No-cost for preventive care services, such as yearly wellness checkups, cancer screenings and vaccines
2. Essential health benefits, such as emergency services, hospitalization, prescription drugs, mental health and wellness support and more!
3. Convenient care through our 24/7 telehealth access to board-certified physicians by phone or video, and 24/7 Nurse Advice Line
4. Access to our Community Resource Centers (CRC), where members get additional benefits such as:

- Preventive Health Screenings
- Social Services Assistance (housing, financial literacy, food security)
- Fitness and Exercise Classes
- Information about local organizations and resources