

# L.A. Care Medi-Cal Go-to-Market Plan

## Round 3.

Messaging and Creative Direction





**Key callouts:**

- Approved Messaging Playbook to be distributed to internal partners
- Segmentation findings, once available, may inform future tactical or targeting considerations.

## Where We Left Off in Round 2

### Strategy



#### One Connected Experience (Playbook Refinement)

Our updated Messaging Playbook is now a unified internal resource that standardizes messaging, tones, and CTAs across all channels. It ensures every touchpoint delivers one clear next step—supporting timely renewals, trust, and a seamless member experience.



### Messaging



#### Three-Lane Messaging Framework

Our “Get Covered. Stay Connected. Keep Your Care.” structure meets people where they are—from first enrollment to renewal or re-entry. It aligns audiences, messaging, and funnel stages into one simplified path that guides action and supports continuity of care.



### Visual Alignment



#### Strategy to Creative Activation

We previewed how this messaging comes to life through audience-resonant creative—vibrant, human, and clear. Round 3 will bring forward full campaign concepts and tactical applications grounded in retention-first strategy.

## The Next Step: Visualizing the Member Journey

This next phase is about translating our shared messaging into visuals that feel clear, human, and connected to both our members and the communities we serve.

### Key Focus Areas:



#### Strategic Alignment

Ensuring creative execution reflects the established messaging framework and campaign goals

#### Visual Direction

Refining tone and design to connect authentically with members and the communities we serve.

#### Journey Executions

Creating consistent, audience-centered communications that guide people through each stage of their experience.



# 2025 Creative Trends

01

## High Contrast

Bold color blocking paired with impactful, oversized typography.



02

## Bold Framing

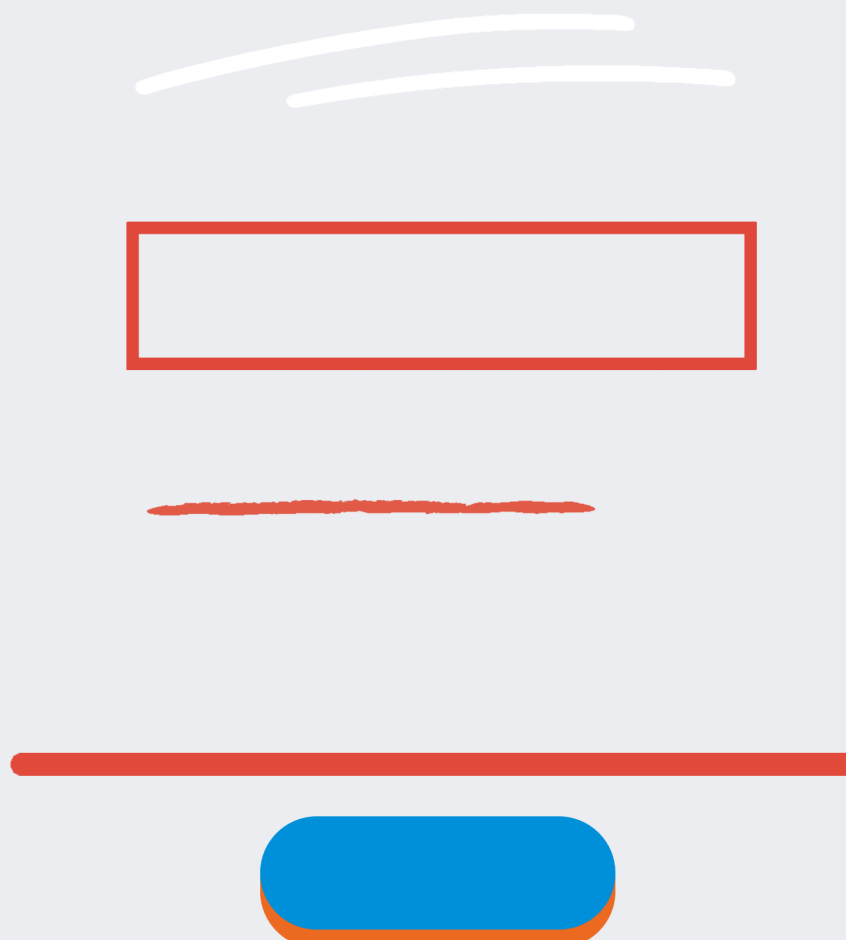
using strong rectangular forms to highlight key messages, directing attention and adding structure to the overall visual composition



03

## Motion

Dynamic animation brings focus to key messaging, adding depth and interactivity.



In 2025, youthful advertising isn't just for the young—it reflects a cultural mood of playfulness, optimism, and authenticity that resonates with everyone, including older generations.

Today's design taps into and the universal desire to feel current, and emotionally engaged.

Many of the design elements that seem trendy today (like display/retro fonts, bright colors, or layers of graphical elements) actually remind older audiences of the past—so those ads feel both modern and familiar.

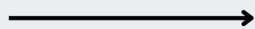
Turning back time: How brands tap into nostalgia to build their future

elena



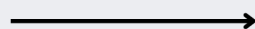
## Typography

Primary  
Boulder



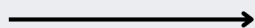
**GET COVERED**

Secondary  
Open Sans: Regular



with a quality health plan trusted  
by millions in L.A.

Tertiary  
Open Sans: SemiCondensed



Care in your neighborhood with L.A. County's widest  
Medi-Cal network

### Font Selection:

Where personality meets readability and functionality

**Boulder** — Strong, grabs attention and makes the primary messages stand out—hard to miss.

**Open Sans** — Clean and user-friendly—ensures smooth readability across all platforms.

Pairing the bold, attention-grabbing Boulder with the clean Open Sans creates a perfect balance of personality and clarity, making the marketing campaign both impactful and easy to read.

## Iconography



Affordability

Connection

Convenient Care

Wellness & Prevention



Network

Trust

Mental Health

access

## Icons: Small Symbols, Big Impact

### 1. Communicate Quickly

Icons convey ideas faster than text.

### 2. Boost Engagement

They draw attention and encourage interaction.

### 3. Content Readability

Icons simplify content browsing, especially on mobile.

### 4. Aid Accessibility

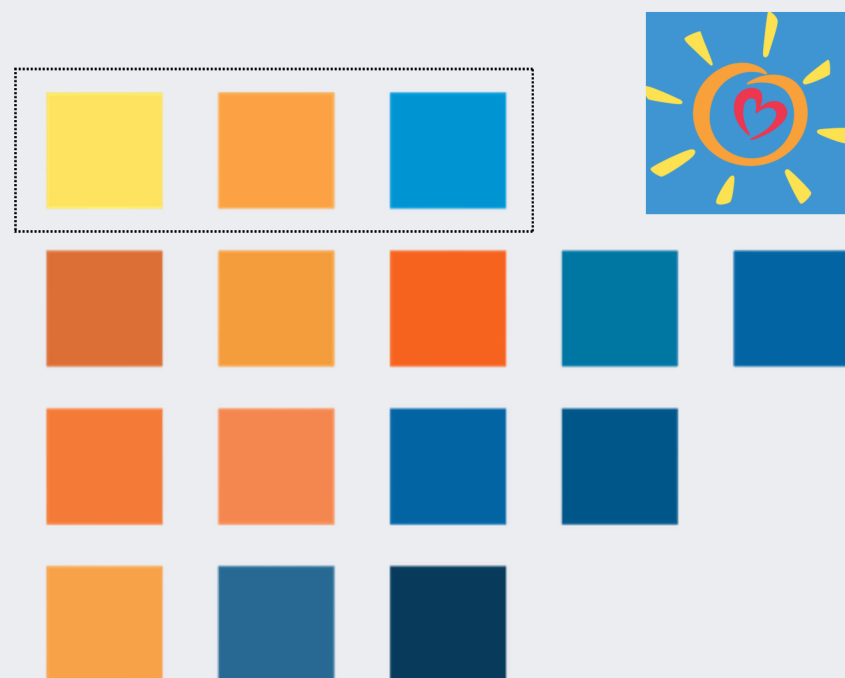
Icons with text help all users understand content better.

Together, these three styles let icons adapt to any context, maintaining consistency across ad sizes, platforms, and visual treatments without losing clarity or impact.

## Color Theme



## LAC Colors



## Complementary Colors

Using complementary colors boosts contrast, making visuals bold and attention-grabbing.

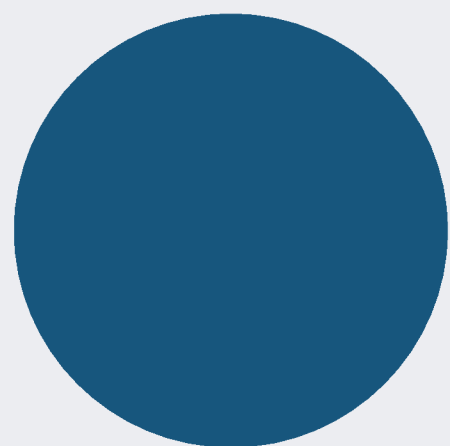


## Color Theme: Sunny L.A. Vibes

This theme pairs warm orange and calming blue, evoking California sunshine and a sense of reassurance. The result is a bright, harmonious palette that uplifts and inspires. This color theme conveys:

- **Strong Contrast & High Impact**—ensures messages stand out and grab attention across all formats.
- **Optimistic & Confident**—communicates hope and positivity while reinforcing brand recognition.
- **Welcoming & Comforting**—Cultivates an approachable, reassuring tone that instantly feels approachable.

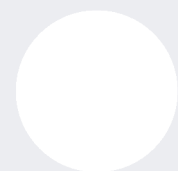
## Color Palette



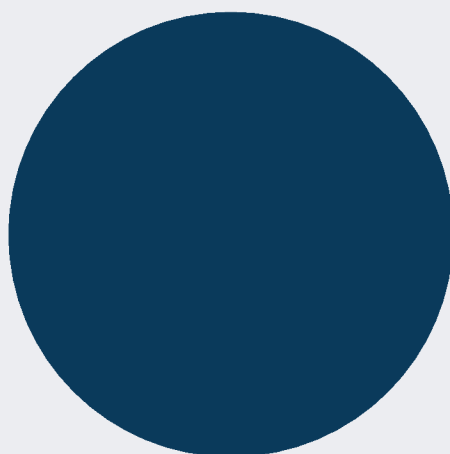
#17567D



#F26424



#FFFFFF



#0A3A5B



#F57B3E

### FY23



### FY24



### FY25




### FY26



## 2026: Color Palette



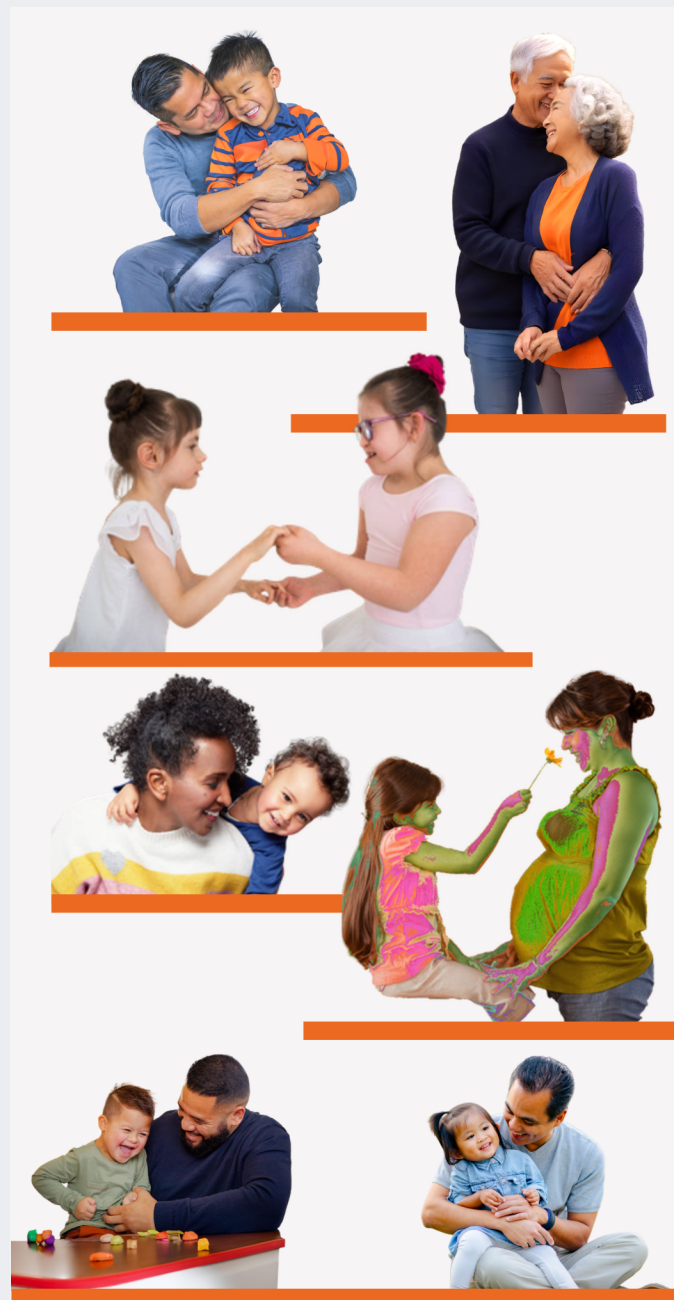
Our color strategy is bold, uplifting, and confident —we lead with the core LAC color palette. 

Over the past four years, we've built a consistent theme around complementary colors; blue and orange, creating high contrast and visual energy.

This approach not only reinforces the MCLA brand identity but also leverages the trust and recognition we've cultivated within the community, ensuring every touchpoint feels vibrant, consistent, and approachable.

## Photo Library

### 01 Compassionate



### 02 Guiding



### 03 Reassuring



## Visual Language of Trust and Belonging

- **Compassionate:** Warm, relatable, and rooted in our community, this tone builds trust and belonging. It reflects L.A. Care's nonprofit mission and anchors communications with welcoming imagery that feels local and human
- **Guiding:** Calm and clear, this tone makes complex information simple and actionable. It helps our community know what to do, when to act, and where to get support.
- **Reassuring:** Steady and confident, this tone supports community through change. It eases worry with plain, factual language and encourages timely action.

## Creative Concept



**GET COVERED**  
with a quality health plan  
trusted by millions in L.A.

Need health insurance?  
L.A. Care Medi-Cal has you  
covered at little to no cost.

  
**L.A. Care.**  
Medi-Cal  
lacare.org/medi-cal



**STAY CONNECTED**  
so you can access care, even  
without health coverage.

Get Covered Now →

  
**L.A. Care.**  
Medi-Cal  
lacare.org/medi-cal



**KEEP YOUR CARE.**  
Renew on time to keep your Medi-Cal.

  
**L.A. Care.**  
Medi-Cal  
lacare.org/medi-cal

### 1. Bold Colors

Strong complementary hues of blue and orange create a memorable, instantly recognizable presence.

### 2. Text Frames

Adding a box behind text enhances readability by creating clear separation from busy backgrounds. This approach ensures headline stand out, captures attention quickly, and builds consistent recognition across all channels.

### 3. High-Contrast Typography

Pairing the bold, attention-grabbing **Boulder** with the clean **Open Sans** strikes the perfect balance between personality and clarity.

### 4. Human-Centered Imagery

Images showcasing real people in everyday moments anchor the campaign in community connection, making the messaging feel approachable, authentic, and relatable.

## Creative Concept/Billboard



## Creative Concept/Bus Shelter



**STAY CONNECTED**  
to renew on time and keep  
your Medi-Cal coverage.

Medi-Cal renewals happen  
every year — be ready  
when it's your turn  
with the #1 choice  
for Medi-Cal in L.A.

Don't wait—  
get help today

[lacare.org/medi-cal](http://lacare.org/medi-cal)

  
**L.A. Care.**  
Medi-Cal

PRIMARY MESSAGING:  
Product Taglines

SECONDARY MESSAGING:  
Product Taglines

TERTIARY MESSAGING:  
Key Value Props

CTA:  
Call-to-Action



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**L.A. Care.**  
Medi-Cal


## Creative Concept/Direct to Consumer




**We Want to Hear FROM YOU!**

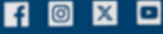

Take our quick two-minute survey to share your thoughts. Your feedback helps us make your health care experience even better.



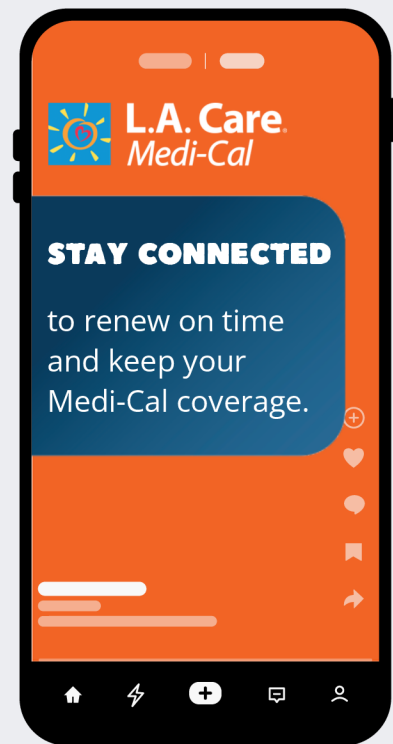
 **L.A. Care**  
Medi-Cal

**2026 Medi-Cal Annual Member Guide**

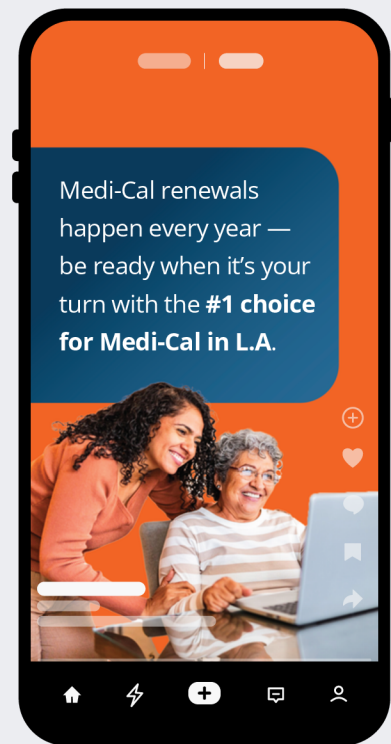
 **L.A. Care**  
Medi-Cal

 1.888.839.9909 | TTY 711  [lacare.org](https://www.lacare.org) LA004 1020

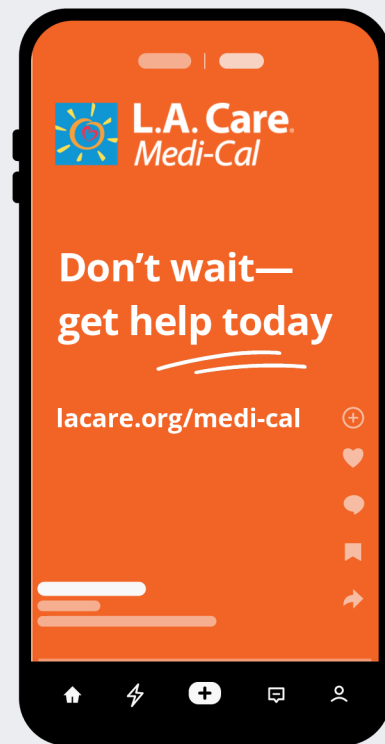
## Creative Concept/Social Media, Digital



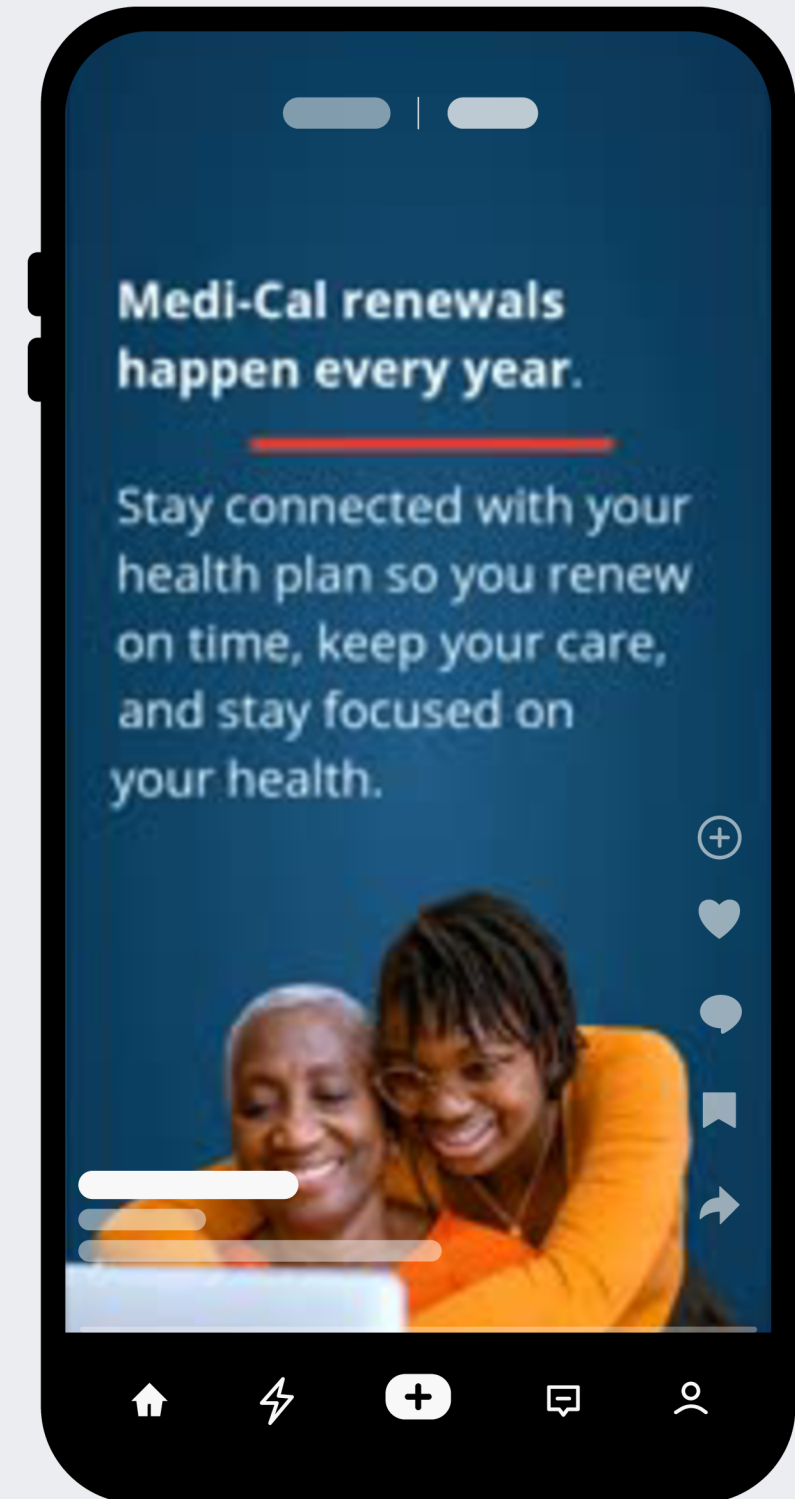
PRIMARY MESSAGING:  
Product Taglines



SECONDARY MESSAGING:  
Key Value Props



CTA:  
Call-to-Action



## Making Movement

### From Creative to Collaboration

#### 1 Creative Feedback

Gather initial feedback on the creative to confirm alignment, ensuring visuals and tone reinforce trust, renewal, and community connection.

#### 2 Messaging Playbook as Internal Resource

Begin using the playbook as a shared guide for clear, consistent communication across teams. **Next Step:** Partner with Victoria to introduce the playbook during upcoming HR-1 meeting to support internal alignment and cross-department collaboration.

#### 3 Retention Efforts

**Next Step:** Partner with Danya to align on the retention strategy for MCLA, ensuring campaign messaging and activation efforts directly support ongoing renewal and member retention goals.





# Thank you!

Questions?



**2026 MEDICAL**

