

Plan Partner Market Position Collaboration Creative Examples

L.A. Care
Anthem Blue Cross
Blue Shield Promise



L.A. Care
HEALTH PLAN®

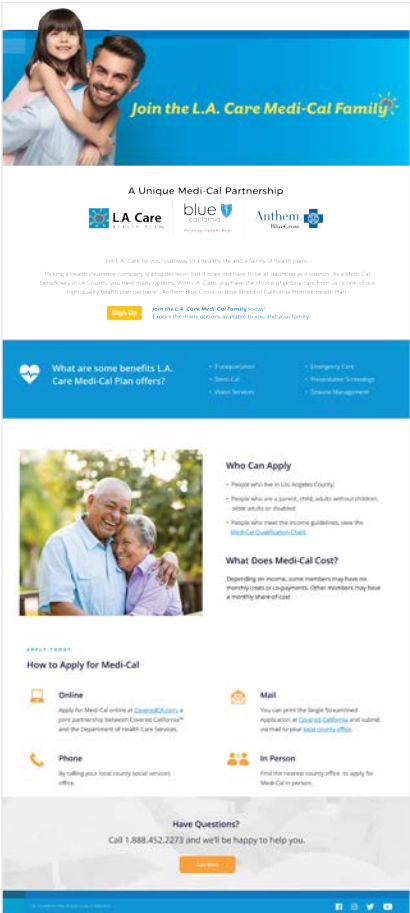
For All of L.A.

January 30, 2020

Option A



Landing Page



Advertising Campaign: Billboards (Phases 1 & 2)

A Unique Medi-Cal Partnership



Embrace Yourself For The *Family*

A Unique Medi-Cal Partnership



family.lacare.org **1.888.123.4567**



Advertising Campaign: Billboard virtual sample (Phase 1)



Advertising Campaign: Billboard virtual sample (Phase 2)



Advertising Campaign: Transit Shelter

Let L.A. Care be your pathway to a healthy life and a family of health plans.


Picking a health insurance company is a big decision, but it does not have to be as daunting as it sounds.

As a Medi-Cal beneficiary in LA County, you have many options.




With L.A. Care, you have the choice of getting care from us or one of our high quality health plan partners – Anthem Blue Cross, or Blue Shield of California Promise Health Plan.

Join the L.A. Care Medi-Cal Family

Whether you are with L.A. Care, Blue Shield Promise, or Anthem, your health is in good hands.



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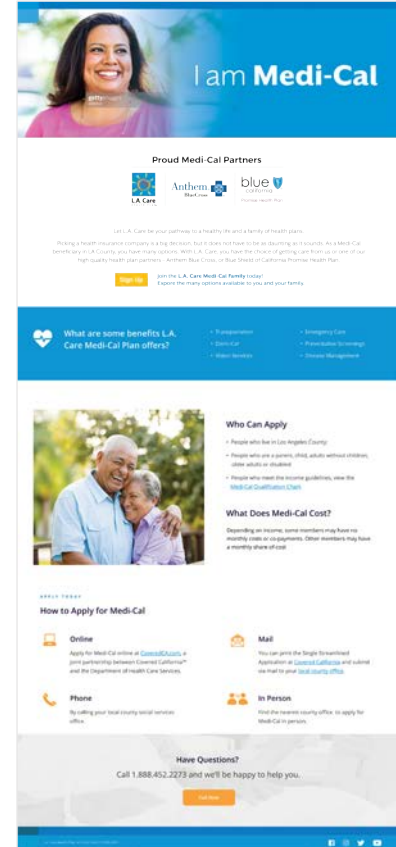
Advertising Campaign: Transit Shelter virtual sample



Option B





Landing Page



Advertising Campaign: Billboards (Phases 1 & 2)

Proud Medi-Cal Partners



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Advertising Campaign: Billboard virtual sample (Phase 1)



Advertising Campaign: Billboard virtual sample (Phase 2)



Advertising Campaign: Transit Shelter

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I am **Medi-Cal**

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Proud Medi-Cal Partners



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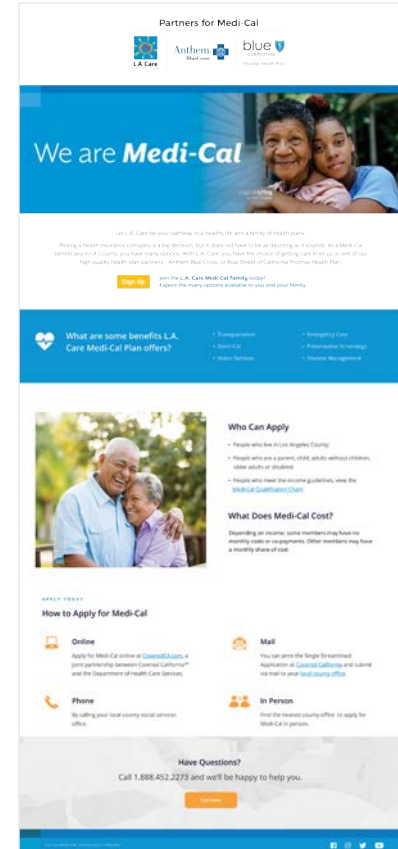
Advertising Campaign: Transit Shelter virtual sample



Option C




Landing Page



Advertising Campaign: Billboards (Phases 1 & 2)

Partners for Medi-Cal



Embrace Yourself For The *Family*

Partners for Medi-Cal



family.lacare.org

1.888.123.4567



Advertising Campaign: Billboard virtual sample (Phase 1)



Advertising Campaign: Billboard virtual sample (Phase 2)



Advertising Campaign: Transit Shelter

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We are **Medi-Cal**

Partners for Medi-Cal



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Advertising Campaign: Transit Shelter virtual sample



Thank You!

