

Finally, Original Thinking



ASSURANT
Health®



z2marketing.com
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Finally Original Thinking

Z2 launched a comprehensive and integrated marketing campaign for a new consumer product from Assurant Health. Beginning with research to define audiences, test language and test creative, Z2 helped crystalize the product concept and named it "Assurant Clarity." The product was introduced in selected markets with a "tease and reveal" campaign to generate buzz beyond the traditional health insurance world. Once "Assurant Clarity" was officially introduced, traditional TV, radio and outdoor combined with experiential marketing programs, interactive media, and a dedicated microsite rounded out the program. The final result earned high praise from the client.



Brand TV



DRTV



Web



Online Game



Outdoor