



Medicare Open Enrollment Advertising Campaign

Medicare Campaign Team:

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Office of Communications

Medicare Open Enrollment: Outreach Goals

- Generate Awareness of the Medicare Open Enrollment Period (Oct. 15 – Dec. 7).
- Encourage people with Medicare to review, compare and enroll in Medicare health & drug plans.
- Encourage people to use the Medicare Plan Finder tool at Medicare.gov that makes it easy to compare coverage options and shop for Medicare health and drug plans.
- Promote Medicare.gov and 1-800-Medicare as the official source for information about Medicare.

AN IMPORTANT MESSAGE FROM MEDICARE

Medicare Open Enrollment ends December 7.

"I compared my options and found a plan that saves me money."

Compare your options now at **MEDICARE.GOV**, or call **1-800-MEDICARE**



Open Enrollment: Find the Right Care at the Best Price

Now's the time to review and compare all your Medicare health and prescription drug plan options for next year. You may find a better plan, save money, or both.

Visit **Medicare.gov** to compare plan coverage and costs side by side, based on the prescription drugs you take. Find the right plan for your health needs and your budget—and make sure your drugs are covered.

Medicare.gov | **1-800-MEDICARE** | THE OFFICIAL SOURCE FOR MEDICARE



PAID FOR BY THE U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

Key Media Messages

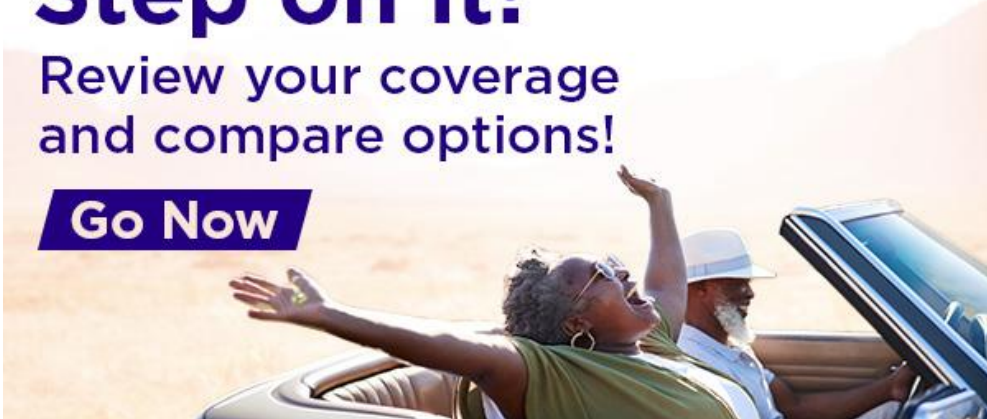
- Open Enrollment is the time to review your current health and drug coverage options and make changes if you want.
- Plans can change their offerings every year, and so can your health or finances so review to make sure your plan still works for you.
- Even if you're happy with your current coverage, you might find a better fit for your budget or health needs – you might be able to save money.
- You can input the list of prescriptions you're taking and do a side-by-side comparison of plan coverage and costs.

MEDICARE OPEN ENROLLMENT ENDS DEC. 7

Step on it!

Review your coverage
and compare options!

Go Now

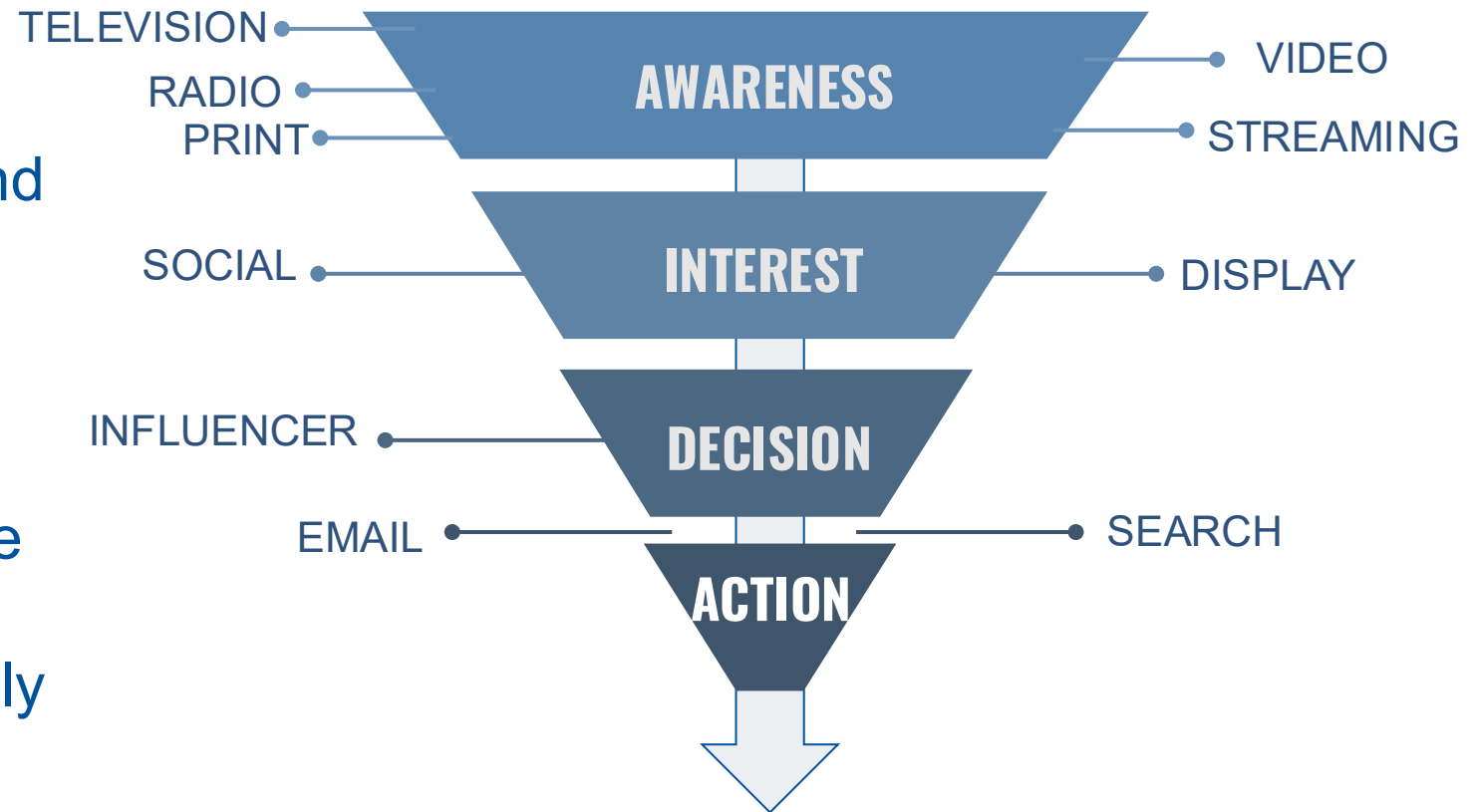


Medicare.gov

THE OFFICIAL SOURCE FOR MEDICARE

Media Strategy

- Implement a full funnel marketing approach, connecting audiences and messaging to drive them towards a conversion point (review and compare plans)
- Prioritize top media channels for the audience to effectively reach and engage them where they are actively consuming content



Creative Examples

Video :30 “In the Flow”



“Wheel of Fortune” Custom Phrase

WHEEL OF FORTUNE

	M	E	D	I	C	A	R	E	.	G	O	V	
	T	H	E		O	F	F	I	C	I	A	L	
	S	O	U	R	C	E		F	O	R			
	M	E	D	I	C	A	R	E					

“Jeopardy!” Custom Clue

**DURING OPEN ENROLLMENT,
PEOPLE WITH MEDICARE
CAN GO TO THIS
OFFICIAL WEBSITE
TO COMPARE
PRESCRIPTION DRUG &
HEALTH OPTIONS**

Digital Creative



Communications Materials

- Drop in article (English & Spanish)
- Live read public service announcement scripts (English & Spanish)
- Social media toolkit (English & Spanish)

