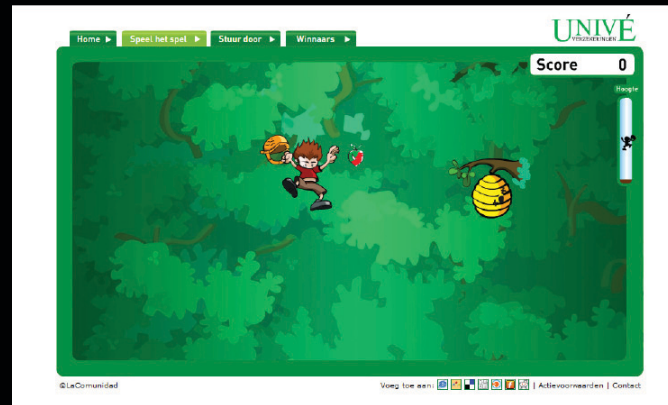


Case Study | Univé | Forbidden Fruits



1. Challenge

Our challenge was to launch Univé's new health insurance campaign in a compelling and innovative way, and to create awareness for Univé's lower price plan among a target audience of 18 to 35 year olds in the Netherlands.

4. Use of Media

In **stage 1** we used Univé's owned media and stores to earn attention. In **stage 2** we earned the attention of opinion leading bloggers and social influencers with viral videos and game trailers. In **stage 3** we launched a 360° digital campaign including search, social and mobile.

2. Strategy

Insights: our target audience needed to be engaged, not to be told with top-down communication campaigns. To do so, we had to trigger them with an inviting message wrapped in content or entertainment that they like.

5. Results

In 10 weeks, over 400.000 people played Forbidden Fruits at least 10 times or more, creating an active brand experience of over 18.000 hours. This led into an increase of prompt awareness of 12% within the engaged target audience. Over 2.500 players subscribed to Univé as a new customer.

3. Concept

We created an entertaining online game in which players could catch **Forbidden Fruits** to stay in shape and beat the price. With a dedicated content management system we blended Univé's USP's in to the game, so we could discover what message would perform best- in terms of conversion rate and online sales.