



# *Brand Launch*

*May 13, 2013*

# *Brand Launch Elements*

- Television
- Radio
- Print
- Outdoor
- Website
  - Social Media
  - Fact Sheet
  - Videos

# Television

- Three Spots
  - Triple Crown
  - Baseball
  - Vegas

# *Radio*

- Three spots airing through Colorado Broadcasters' Association
  - One 30-second spot
  - Two 60-second spots

## Print - English



**WHEN HEALTH  
INSURANCE  
PLANS COMPETE,  
THERE'S ONLY  
ONE WINNER: YOU.**

**CONNECT for HEALTH  
COLORADO**

Starting in October, we're making your job a little easier. Because now you can help your employees find more health plan options. All on one site, all in one visit. We think that makes everyone a winner.

**LEARN MORE TODAY • SHOP IN OCTOBER**

**ConnectforHealthCO.com**



## Print - Spanish

**CUANDO LAS COMPAÑÍAS  
DE SEGUROS MÉDICOS  
COMPITEN PARA QUE  
SEAS SU CLIENTE, SÓLO  
HAY UN GANADOR: TÚ**

A smiling woman with dark hair, wearing a light blue polka-dot shirt and jeans, is holding a large, ornate silver trophy. A young girl with braided hair, wearing a blue sleeveless top and jeans, is standing next to her, leaning against her arm. They are both smiling and looking towards the camera.

**CONNECT for HEALTH  
COLORADO**

¡Cuida de la salud de tu familia! Comenzando en octubre, casi medio millón de personas que viven en Colorado podrán recibir descuentos especiales y obtener seguros médicos más económicos. De esta manera, tú serás el gran ganador.

**INFÓRMATE HOY • COMPRA EN OCTUBRE**

**ConnectforHealthCO.com**

## Outdoor - Bus



# *Outdoor – Light Rail*





# Website

- [www.ConnectforHealthCO.com](http://www.ConnectforHealthCO.com)
  - Tax calculators
  - FAQs
  - Insurance 101
  - Shopping Video
  - Storytelling Videos
  - Board and Stakeholders
  - Social Media
    - Twitter (@COHBE and @C4HCO)
    - Facebook
    - LinkedIn
    - YouTube