

WellCare Successfully Delivers Compliance and Localization Within the Highly Regulated Insurance Industry

A NATIONALLY RECOGNIZED HEALTHCARE BRAND STRIKES THE PERFECT BALANCE BETWEEN LOCALIZATION AND BRAND COMPLIANCE

WellCare Health Plans, a multi-billion dollar healthcare enterprise with growing product offerings and increasing M&A activity, has more than 30,000 local agents talking with consumers every day about their individualized health needs. For this company, compliance with brand guidelines, plan details and legal requirements has always been a necessity.

Recognizing the desire for a platform that offered creative collateral automation and content segmentation to fuel a faster than ever speed-to-market rate, WellCare's Enterprise Marketing team was looking to build a tool that empowered regional marketers to support local agents with highly specific information that was relevant to communities across the nation. That's where a distributed brand management platform like **CampaignDrive** comes in.

When they were first introduced to tool in 2013, they were attracted by the platform's ability to lock down certain design elements, like legally approved copy and brand logos, while still giving end user the ability to customize content like agent contact information, headshots, and event details. The implementation of CampaignDrive has helped WellCare's local affiliates access brand-approved, legally compliant marketing materials, while providing corporate with a positive financial ROI, process efficiencies and relief knowing that non-compliant materials could never make it to market.



GOALS

- Alleviate the struggle to maintain brand consistency and legal compliance across multiple brands and products.
- Eliminate distributed local marketing chaos. End users did not have access to an organized digital asset management tool to retrieve and distribute marketing materials.
- Support local affiliates with a tool that empowers them to personalize brand assets, without having to go through an exhausting approval process at HQ.

RESULTS

- In the continuing effort to build brand equity in new and established markets, WellCare can ensure the local employees have access to the latest materials.
- End users have an organized, brand store with a friendly user-interface to easily locate and customize marketing pieces.
- Empowered with pre-approved materials, local marketers can effectively communicate the company's offerings and exceed sales goals.
- The Enterprise Marketing team has data to track the success rate and ROI of materials as well as support conversations about future marketing initiatives.

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At its heart, CampaignDrive is a creative collateral marketing automation tool that excels at permission-based content segmentation for distributed corporate environments.

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To see if your business could benefit from a brand management solution like CampaignDrive, [speak with a member of our team](#) to learn more.

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