4 POWERFUL OPEN ENROLLMENT THEMES FOR 2017

+ 20 inspired employee communication tips
IF YOU’RE RESPONSIBLE FOR BENEFITS ADMINISTRATION, DESIGN OR COMMUNICATION, A CONSTANT CHALLENGE IS FINDING THE MOST EFFECTIVE WAYS TO GET EMPLOYEES TO UNDERSTAND WHY THEY SHOULD CARE ABOUT BENEFITS ENROLLMENT.

YOU KNOW IT’S ESSENTIAL FOR EMPLOYEES TO MAKE EDUCATED DECISIONS THAT ARE IN THEIR BEST INTERESTS, BUT YOU NEED TO GET EMPLOYEES’ ATTENTION SO THEY KNOW THAT!

THIS GUIDE PROVIDES FOUR EYE-CATCHING THEMES TO MAKE IT EASIER FOR YOU TO DEVELOP ENGAGING CONTENT FOR OPEN ENROLLMENT. IT ALSO HAS FIND 20 INSPIRED COMMUNICATION TIPS THAT YOU CAN APPLY TO ANY CAMPAIGN.
READY, SET, ELECT!
SPARK INTEREST AND ACTION WITH A PHOTO-BASED THEME USING A SPORTS ANALOGY
READY, SET, ELECT!
WELCOME TO ANNUAL ENROLLMENT!

It's time to make choices for 2017 during our annual benefits enrollment period. Plan to take time to review your benefits and make choices that make sense for your family's health and financial needs. What is investing in your health? It's taking the time to review your benefits and make choices that make sense for your family's health needs. It also means choosing the plans that will make the most financial sense for you. You -- our employees -- are our most valuable asset. As such, our commitment to you is to provide competitive and affordable benefits. We're continuing this commitment into 2017 by providing plans that make sense for you and your family.

2017 Benefits Program – What's Different

Here's a look at what's changing for 2017 and where you can learn more.

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As Sebastian Blanchard mentioned in our earlier communication about enrollment, we have a new medical plan lineup that offers a choice between three plan options. This newsletter provides information to help you choose between them, along with resources to help you decide.
COLORS

FONTS

READY, SET, ELECT!
(impact)

READY, SET, ELECT!
(Frutiger LT 45 Light)

GRAPHICS

to bring the theme to life

Sports activities and action shots

Blurry photos

Time lapse photos

Green, red stoplights

Go or checkered flags

Orange cones
IDEAS TO POWER UP YOUR ENROLLMENT COMMUNICATION!

1. Tying into sports creates an engaging campaign
   - Sports represent action. Taking action is exactly what you want employees to do during open enrollment!
   - Use a diversity of sports images so that employees are more likely to be inspired by a sport they watch or participate in.
   - Your benefits programs and plans are related to good health, and so are sports.

2. Present benefits options as teams
   Using analogies that employees can relate to will simplify decision-making.

3. Crowdsources from employees
   Ask employees to share throwback photos of sports participation. Or include company sports photos.

4. Use diversity in your photos
   Benefits are highly personal which makes it important for employees to see themselves in the offerings. Choose photos with variety across age, gender, ethnicity and lifestyle.

5. Use pull quotes for key points
   Used less often now since layouts need to be responsive. But you can interrupt any content to add valuable content.
#2 DECISION 2017
ACTIVATE PERSONAL RESPONSIBILITY FOR ENROLLMENT BY TYING INTO THIS FALL’S NATIONAL CONVERSATION
DECISION 2017
MEDICAL
ELECT THE RIGHT PLANS FOR YOU
WELCOME TO ANNUAL ENROLLMENT!

All New Medical Plans for 2017!

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2017 Benefit Program – What’s Different

GET READY FOR ENROLLMENT CHECKLIST

- Attend onsite events. Look for details at your work location.
- Dial-in for Enrollment Webinars to get firsthand details on your benefits.
- Review your Enrollment Guide which will arrive in the mail in late October.
- Register for Aetna Navigator, to use helpful tools to make decisions. Enroll on November 1-15, 2016
COLORS

#002D53 #004182 #6DAFE7 #CB030B

FONTs

DECISION 2017
(Eurostile LT Bold)

DECISION 2017
(Frutiger LT 45 Light)

GRAPHICS
to bring the theme to life

- Illustrations & vector-based graphics
- Podiums
- Stars & stripes
- Microphones
- Red, white & blue
- Checkmarks
- Ballots & envelopes
### IDEAS TO **POWER UP** YOUR ENROLLMENT COMMUNICATION!

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<th>6. Grab attention for enrollment with an election theme</th>
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<td>Ties into the national conversation and interests of an important election year</td>
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<td>Will arouse curiosity because employees will be curious about how benefits relate to the election</td>
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<td>Illustrates a message of the importance of choices, making a decision and the risk of not taking action</td>
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<th>7. Do NOT bring politics into the conversation</th>
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<td>Don’t mention presidential candidates or make political jokes. Concentrate on the process of taking action during enrollment/election.</td>
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<th>8. Tie enrollment end date into Election Day 11/8/16</th>
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<td>Makes enrollment something to not forget. Ensure that you have enough time to distribute communication before the enrollment period.</td>
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<th>9. Position your plans as candidates</th>
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<td>Make plans easy to compare by featuring each plan as a candidate and the main features as a platform.</td>
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<th>10. Add variety by using illustrations and vectors</th>
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<td>Create an interesting theme by using illustrations instead of photos.</td>
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#3 Choose Plans You Love
INSPIRE A STRONG EMOTIONAL CONNECTION WITH BENEFITS USING THIS LOVE-BASED THEME
Choose Plans You Love

medical
Life Insurance

Yarber Creative
Welcome to Open Enrollment!

It's time to make choices for 2017 during our annual benefits enrollment period. Plan to take time to review your benefits and make choices that make sense for your family's health and financial needs. What is investing in your health? It's taking the time to review your benefits and make choices that make sense for your family's health needs. It also means choosing the plans that will make the most financial sense for you.

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Puppy Love

Veterinary Pet Insurance offers pet owners up to $15,000 a year on insurance for their pet. It costs $20 a month. The plan has a $50 deductible after which it pays 90% of the cost of the visit, including pet sterilization and cancer coverage. Learn More.
COLORS

#CB4941  #FF7D76  #4DA2DD  #004578

FONTS

Choose Plans You Love
(Cheri)

Choose Plans You Love
(Frutiger LT 45 Light)

GRAPHICS
to bring the theme to life

- hearts
- things people love (pets, families, vacations, etc.)
- photos w/on backgrounds set on bold colors
- swirl accents
IDEAS TO POWER UP YOUR ENROLLMENT COMMUNICATION!

11] Use emotion to inspire action

- Benefits and rewards are one of the strongest drivers of employees' interest and effort at work
- Simplify your benefits by describing them in terms of tangible things that employees value, like:
  - Healthcare focuses on wellbeing of people they care about
  - Voluntary benefits, like insurance, focuses on their home or car or pet
  - Flexible spending accounts focus on their children or other dependents

12] Apply “love” across all your benefits

Your competitive benefits program covers all things that employees love -- pets, families, homes. Give them so love.

13] Cross-promote other programs beyond benefits

Promote company values and show support for employees who give back to the community.

14] Tie into online dating references

Add humor by using online dating analogies by comparing plans like one would compare online dating options. Swipe left, swipe right!

15] Use playful fonts

Handwritten, scripts and other unique fonts add a charming touch that captivates.
CREATE AN “UPBEAT” (IRONY INTENDED) ENROLLMENT WITH THIS PLAY ON WORDS AND MUSICAL THEME
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November 1-15, 2016
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FONTS

ROCK ENROLL
(Agra Axxera)

Rock Enroll
(Frutiger LT 45 Light)

GRAPHICS
to bring the theme to life

Musical Instruments
Concerts
Celebratory audiences
Singing & performing
Selfies
Spotlights
American Idol
IDEAS TO **POWER UP** YOUR ENROLLMENT COMMUNICATION!

16) **Wordplay creates a fun, activity-based theme**
- Music strokes emotions in a positive way, connecting with memories, happiness and celebration
- Shows variety: just like music has many choices, so do your benefits. Choose what works for you
- A departure from typical benefits imagery (happy families, healthy food, doctor’s offices, and employee group shots), this unexpected imagery arouses interest

17) **Crowdsources content from employees**
Ask employees to submit stories about their first concerts or photos of them playing musical instruments.

18) **Support the concept of work/life balance**
Great opportunity to support work/life balance by featuring employees who have an entertainment-related life outside of work.

19) **Use realistic examples to explain**
Don’t just use Jane and Bob as your examples - use real names that today’s employees have. Use real photos that match your demographic. Tattoos, perhaps?

20) **Get creative with a print piece**
Printed items can still be highly effective. Send a postcard that looks like a concert ticket. Hang reminders that look like concert posters.
Thank you for viewing!

If you’d like help implementing one of these campaigns, assistance with the heavy lifting of content development, or just want an expert review of your communication strategy, feel free to reach out to us at tina.hawkins@yarbercreative.com.