

content & creative
me

Client Case Summaries

B2B. Marketing, Strategy, Content and Results



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In B2B today, **60% to 85% of the B2B buying process occurs digitally before buyers speak to a salesperson.** As B2B buyers conduct self-guided research and discovery online, they are forming opinions about your company, products and solutions, and your competitors, long before engaging with a salesperson.

What does this mean? Until prospects are willing to engage with sales, **content is your salesperson.**

The following case summaries represent some examples of content and creative produced for clients.



ALE OmniTouch Product Launch

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Alcatel-Lucent
Enterprise

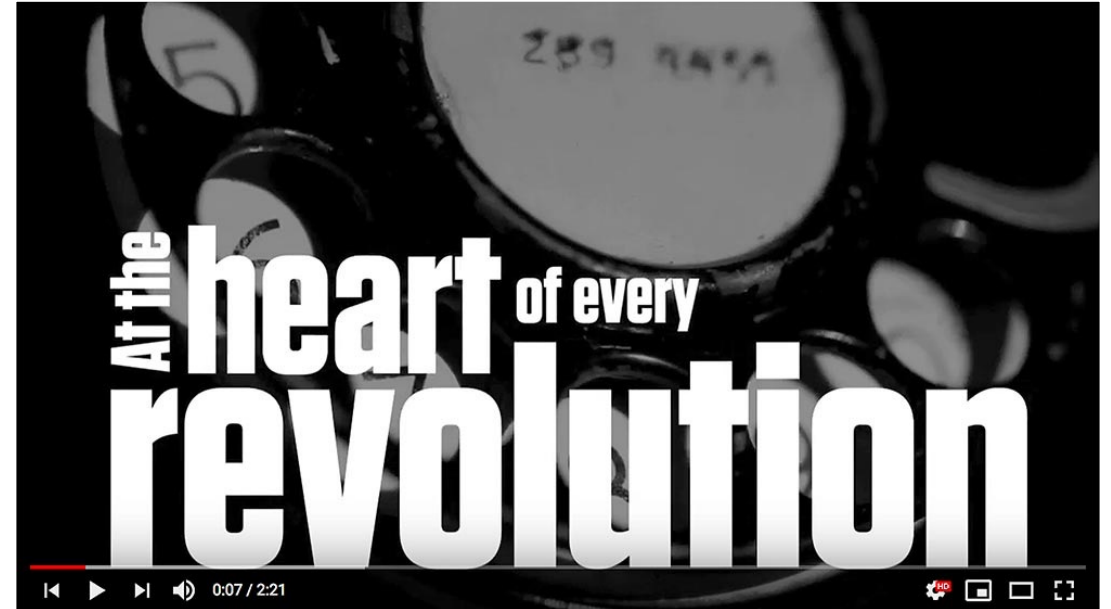
GOAL: Alcatel-Lucent Enterprise, introducing a new fully unified communications platform, needed a brief, engaging product overview.

WHY: Positioned to revolutionize enterprise communications and collaboration, OpenTouch solutions enable collaboration anywhere, anytime, on any device.

HOW: Revolution presents a past-to-present historical evolution of communications, positioning the arrival of true unified communications, OpenTouch, a new er of ubiquitous communication and collaboration.

The OpenTouch Revolution has arrived.

[See the full video here. - https://youtu.be/TWLdsqsX Ic](https://youtu.be/TWLdsqsX Ic)



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ABCs of Pharmacy



GOAL: Design a set of informational flyers of to inform members how to save money and manage medications safely.

WHY: The request originated in response to client needs for open enrollment support and employee information.

HOW: The ABCs of Pharmacy became “A consumer-focused information series created to inform consumers and improve health experiences and outcomes.”

Member focused; the content was appropriate for omnichannel distribution. By engineering derivative distribution requirements within the production cycle, social media and editorial element creation and distribution scales easily.

This was prepared to convert easily into a multiple media content series for social media for distribution.

BlueCross BlueShield Arizona
An Independent Licensee of the Blue Cross Blue Shield Association

The ABCs of Pharmacy

A consumer-focused information series created to inform consumers, improve health outcomes and enhance experiences.

Understanding the Differences Between 7 Medication Types

Prescription drug labels can be confusing. Each drug is designed to treat specific medical conditions and some may work in different ways. Understanding the differences among prescription drugs is important in making informed decisions about your care. This primer on medication types will help.

- 1. What is a brand name drug?**

A brand name drug is a first-to-market medication. Brand name drugs may cost consumers more due to the time, money and resources that drug companies invest in development and the clinical trials required by the Food and Drug Administration (FDA). Just because a drug carries a brand name, however, does not necessarily mean it is more effective than a generic or similar brand name medication.

Mail Order or Retail Pharmacy? What's best for me?

We compare the advantages and disadvantages of mail-order and traditional pharmacies, as well as some recent regulatory changes so that you can decide which option is best for you.

- 1. What is the difference between traditional and mail-order prescriptions?**

In traditional pharmacies, a healthcare professional typically calls a prescription in by hand, which is slower than the way the prescription is filled. At a pharmacy that fills the prescription, you'll bring your insurance card and pay with cash or your debit card.

In mail-order, a healthcare professional sends the prescription to the BCBSC mail-order pharmacy. Your prescription is filled and mailed directly to you.

Check this offer based on mail-order or traditional mail-order pharmacies, depending on your medication type. Be sure to consider any insurance coverage when comparing costs between traditional and mail-order pharmacies.

7 Things to Know Before Filling Your Next Prescription

How much do you know about the ins and outs of your prescription medications and pharmacy benefits? Choose any some of the five great features to explore. All the background you need you bring to your prescriptions and improve your conversations with your doctor and pharmacist.

- 1. What is a drug list?**

A drug list sometimes called a formulary identifies which medications your health plan covers and how you share in the cost. A group of medication experts carefully reviews the list to make sure, effective prescription drugs available to health plan members at the best value.

How To Save Money on Prescription Medications

Several strategies can help you save money on prescription medications. For those with chronic conditions and taking maintenance medications regularly, it's important to save money and avoid running out.

- 1. Check your insurance formulary**

Remember that of the medications your insurance benefits cover and whether you pay. Be sure your medications are listed on your formulary, also known as the drug list.

Drug formulary can be an extensive. Work with your doctor to explore the formulary and choose the best medication or your formulary of medication that are both effective and cost efficient.

CBA Niche Market Benefit Plan Launch



GOAL: Clearly differentiate CBA's new, unique benefit plan that solves a large problem for specific group of employers.

WHY: CBA has a unique employee benefit solution for companies reliant on a predominantly low wage, high turn-over hourly workforce. They have little recognition in new target markets.

HOW: CBA has a unique employee benefit solution, providing rates significantly lower than traditional tier-one health plans. We had to overcome 2 questions:

“how much money can we save?”

“What’s the catch – how does it work?”

Re-imagine Your Benefits Strategy

ACA compliant health insurance plans you and your employees can afford

5812 Captive Healthcare Program

Bottom Line Impact

Bottom Line Impact: The illustration below shows the potential savings from a CBA Captive Health Plan compared to a traditional ACA-compliant health plan. The savings are based on a 100-employee, 50% female, 50% male workforce. The savings are based on a 100-employee, 50% female, 50% male workforce. The savings are based on a 100-employee, 50% female, 50% male workforce.

Category	Traditional ACA-Compliant Health Plan	CBA Captive Health Plan
Total Annual Premiums	\$1,200,000	\$400,000
Total Annual Administrative Costs	\$100,000	\$50,000
Total Annual Cost	\$1,300,000	\$450,000
Total Annual Savings		\$850,000

Unparalleled Employee Value

No Annual Deductible, Low Co-pay. This plan pays 100% for an employee's primary care needs and 80% for specialist services.

Access to the largest national PPO provider network, CBA's 100+ tier one and tier two providers.

Aligned with restaurant employees' needs. Healthy employees are stronger and healthier. This group needs protection from large deductibles and significant out-of-pocket costs to attract and retain the best talent.

Category	Traditional ACA-Compliant Health Plan	CBA Captive Health Plan
Annual Deductible	\$1,000	\$0
Annual Out-of-Pocket	\$2,000	\$0
Annual Copay	\$20	\$0
Annual Premium	\$1,200	\$400
Annual Administrative Cost	\$100	\$50
Annual Total Cost	\$1,300	\$450

Message Blocks

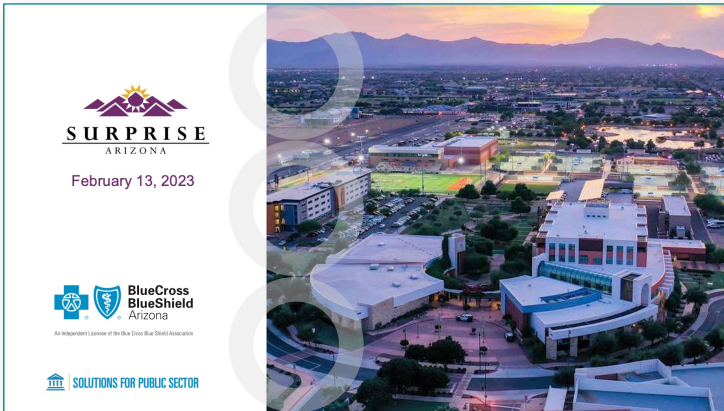
WHO is CBA?
The Corporate Benefits Alliance provides employee benefit solutions for companies reliant on a predominantly low wage, high turn-over hourly workforce. We provide specifically tailored health plans for these employees and their associates, while substantially reducing total annual employer healthcare spend.

WHAT solutions do we serve?
CBA health plans are designed for mid-sized and large organizations in 15 niche industries. Companies within these industries are heavily reliant on a large hourly workforce. Examples include restaurants, fast food and QSRs, and security services, among others.

WHY cost?
For companies reliant on a large hourly workforce, traditional ACA-compliant health insurance plans are unaffordable for both employers and employees. It doesn't have to be that way.

CBA clients significantly reduce their ACA-compliant healthcare spend while increasing employee engagement and participation rates. Our unique health plan design costs less and are more appropriate for the needs of hourly employees.

...a few more examples



RFP Finalist Presentations

CHALLENGE: Employee healthcare is a significant decision for every enterprise. It also involves multiple decision makers.

I often work with BlueCross BlueShield of Arizona to create custom presentation decks for key account RFP finalist presentations. We have had great success winning finalist opportunities together.



RFP Finalist Executive Summary

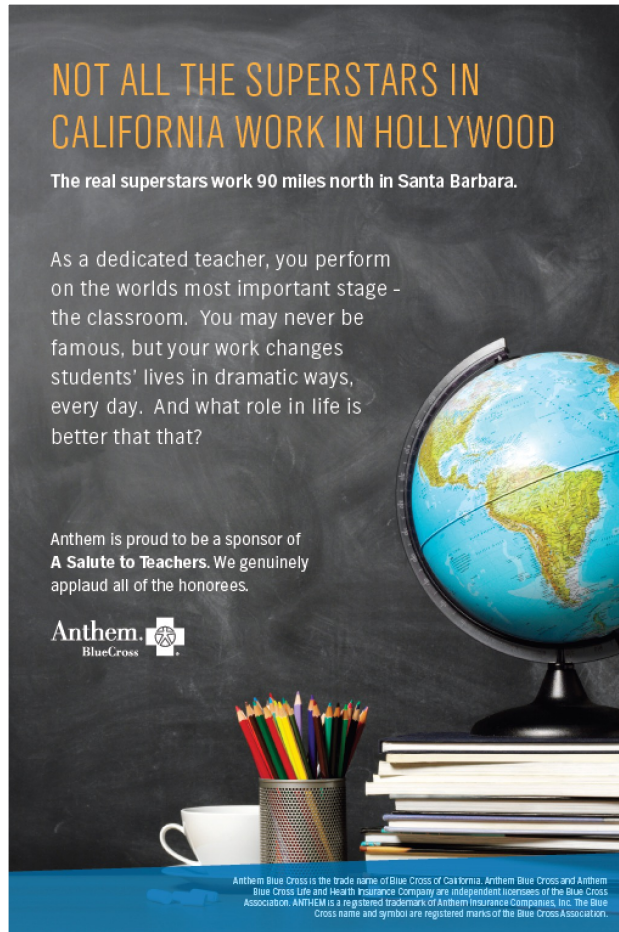
CHALLENGE: Anthem BlueCross® wanted to impress key accounts not only during finalist presentations, but they also wanted to influence client conversations after the meeting.

This is an example of a custom RFP executive summary that accompanied Anthem's digital RFP submission and was printed and bound as a 4-color executive summary delivered to meeting attendees.



...a few more examples

Advertising



NOT ALL THE SUPERSTARS IN CALIFORNIA WORK IN HOLLYWOOD

The real superstars work 90 miles north in Santa Barbara.

As a dedicated teacher, you perform on the worlds most important stage - the classroom. You may never be famous, but your work changes students' lives in dramatic ways, every day. And what role in life is better than that?

Anthem is proud to be a sponsor of **A Salute to Teachers**. We genuinely applaud all of the honorees.

Anthem. BlueCross

Anthem Blue Cross is the trade name of Blue Cross of California. Anthem Blue Cross and Anthem Blue Cross Life and Health Insurance Company are independent licensees of the Blue Cross Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross name and symbol are registered marks of the Blue Cross Association.

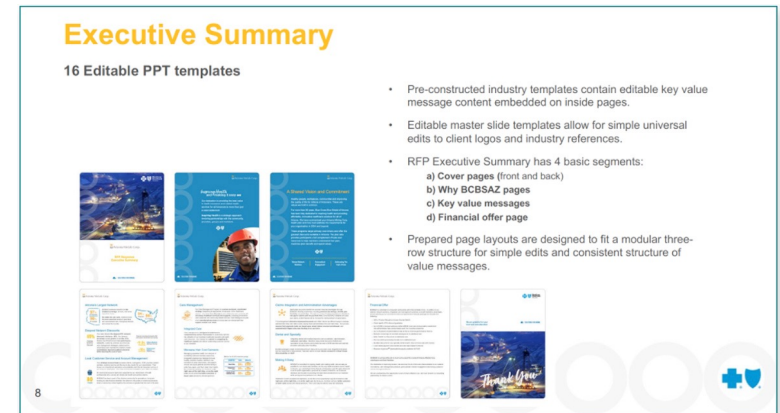
Exec. Keynote presentations



video



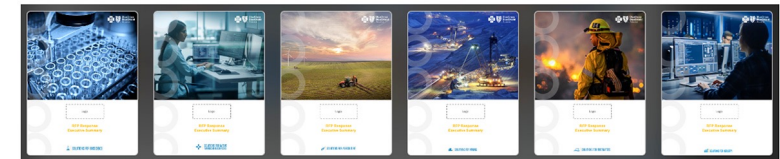
RFP content systems







Executive Summary

16 Editable PPT templates

- Pre-constructed industry templates contain editable key value message content embedded on inside pages.
- Editable master slide templates allow for simple universal edits to client logos and industry references.
- RFP Executive Summary has 4 basic segments:
 - Cover pages (front and back)
 - Why BCBSAZ pages
 - Key value messages
 - Financial offer page
- Prepared page layouts are designed to fit a modular three-row structure for simple edits and consistent structure of value messages.



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How well does your audience know you?



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