

Green Parenting Awareness raising campaign

May 2013



Background

As the largest health care provider in Israel with over 4.2 million members, Clalit Health Services is focused on promoting a healthy lifestyle among its members, and the society at large.

Recognizing that environmentally conscious lifestyles can affect the health of individuals, especially children and pregnant women, we wanted to be the first to launch an informational campaign, raising awareness to this issue.

Combining the themes of environmental protection & children's health, we created for our members real and relevant value for promoting family health.

Environmental protection

children's health

Green parenting

While in the past we focused on the 'conventional' / 'familiar' aspects of public health, promoting environmentally conscious healthy lifestyle as done in this campaign separates us from competitors, thus strengthening our branding as leaders

Goal

Branding Clalit as the leader in promoting family health in Israel.

Secondary goal: increasing awareness to the importance of maintaining an environmentally conscious lifestyle in order to promote children's health.

Mini-site

At the heart of the campaign was a unique mini-site, which included all the information needed by young families, divided into various environmental aspects:

- ✓ Home environment – detergents, laundry products, cosmetics, mother and baby care products
- ✓ Food and water – breastfeeding, plastic baby bottles, nutrition and clean water
- ✓ Toys – raw materials, dying, eco-toys
- ✓ Moving out/renovating – indoor air quality, radiation, noise
- ✓ Green education – suggestions for healthy and green family lifestyles

Mass media

- A short clip was created, calling on parents to log on to our mini-site
- The clip was on the air for 2 weeks in May 2013 on prime time TV spots
- Short jingles were aired at local radio networks all across the country
- Marketing (paid) content in the Tel Aviv region radio station
- Billboards in strategic locations
- Internet ads, YouTube clips, google & facebook ads
- Internet banners in Clalit own home page
- Digital newsletter was sent to Clalit's members
- A new blog on green parenting was launched on Clalit blogs' mini-site

Follow up

Mini-site is still active and will remain available for new and returning visitors. In July we will begin distribution of printed booklets containing all the information in infographics format, throughout our 1400 clinics and medical centers.

Green parenting as a marketing campaign is expected to be repeated next year.

For more information:

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Campaign Message

When parents are environmentally aware, their children are healthier.

Secondary message: Clalit gives you all the tools and information that will help you become a more environmentally aware parent in all walks of life. Environmental awareness helps promote your child's health.

Mini site



All data was converted to infographics – a popular design format useful for conveying large amounts of information in a simplified, user-friendly and presentable manner.

Results

- Internet campaign reached 38M users, of which 3M unique, and about 90K views of the YouTube clip
- Middle to high exposure rate to the campaign (58%), similar to competitors' campaigns
- Medium-high sympathy for the campaign – (graded 6,7. This is higher than our previous marketing campaign)
- Low rate of understanding of the message – probably resulting from it being a new topic
- Relevance – about 30% of respondents said that the tools and information were very relevant to them
- Over 50,000 entries into the mini-site, with very high visit lengths (1:44 minutes on average).

Main conclusions and summary:

Clalit had launched a unique environmental health campaign on a national scale, educating parents about the benefits of environmentally conscious lifestyles to the protection of children health. The campaign received very favorable feedbacks, despite average exposure rates. Message understanding by target audience was recorded as low.

We feel that the campaign branded us as leaders and innovative in protecting children's health.

We expect to launch another campaign in this theme next year.