



Willis Towers Watson 

lead nurturing





Client

Willis Towers Watson Health & Benefits is a leading provider of employee healthcare and risk management services, including health insurance, occupational health services and absence management.

Objective

Generate 100 qualified sales meetings from a database of 1,000 senior HR professionals at FTSE 250 companies.

Results

- Nearly one in four of our target audience agreed to a sales meeting
- 228 meetings with large corporates set (vs the agreed target of 100), a 23% appointment setting rate
- Campaign cost: £32k; revenue: £104k; profit: £72k
- Average click-through rate to advice guides: 20%
- Website unique visitors increased by 22%
- 8 industry award wins

“Cameron Wells have lots of great ideas and are really creative. We feel this campaign has been an outstanding success on a number of fronts, not just in the impressive appointment rate and return on investment. We have been complimented on our non-pushy, professional and co-ordinated approach.”



Kate Kilpatrick, Marketing Director, Willis Towers Watson Health & Benefits



INFORM, EDUCATE...

& entertain!

Our idea was to deliver credible but sometimes heavyweight advice content in an engaging wrapper, by linking advice to superfood fast facts.

A mix of entertaining content to keep targets engaged was created together with topical, useful, objective advice to showcase the company's unique combination of medical and insurance expertise.

Award-winning campaign

WINNERS

- **CIPR North West PRide Awards 2016:** Best Integrated Campaign: **Winner**
- **CIPR North West PRide Awards 2013:** Best Integrated Campaign: **Winner**
- **How-Do Awards 2012:** Best B2B Integrated marketing communications campaign: **Winner**
- **Cover Excellence Awards 2011, 2012, 2013:** Marketing Initiative of the Year: **Winner**
- **Cover Excellence Awards 2016, 2017:** Best Intermediary Promotion of Health/Protection

SHORTLISTED

- **PR Moment 2015:** Integrated Communications Campaign of the Year
- **B2B Marketing magazine 2012:** Best Corporate Decision Maker-Targeted Campaign

"I love the update - very entertaining. Whoever wrote it, please tell them to keep them coming."

Gillian Pears, Human Resources Director, Dickies



What we did

1. Each month, our targets were sent a copy of food magazine 'Delicious', together with an attached postcard and covering letter.
2. Both included a link (as did a corresponding emailer, sent a few days later) to an objective advice article, quiz or legislation update on a topical HR issue.
3. Click-through and open rate data from the emails were analysed using Click Dimensions, and prospects 'scored' in advance of 'soft sell' telemarketing follow up every three months and 'hard sell' telemarketing in advance of known renewal dates.

Targets received 12 copies of 'Delicious', 12 emailers and links to 12 different advice pieces to keep the company top of mind throughout the insurance purchasing cycle.

We negotiated the annual subscription down to only £12, creating a very cost-effective way of both getting past the gatekeeper and reaching people in a non-pushy way every month.

In subsequent years, we have also sent chocolate with superfood ingredients (e.g. almonds) and dried superfruits.

Offering the latter, or a free subscription to a popular magazine, generated considerable warmth towards the brand and provided an excellent ice breaker for the telemarketing team.





An apple a day keeps the asthma away

Willis Towers Watson

Did you know that apples are packed with vitamins and phytochemicals that may improve your overall lung capacity? In a study, people who ate at least five apples a week had better lung function than the control group.

The debate about the potential lung health risks and benefits of e-cigarettes continues to rage in the media with a host of confusing arguments and unqualified claims. For HR professionals, failing to establish a clear policy on e-cigarettes can leave employees in a state of limbo which can lead to friction and disputes.



Find out more:
Find out the **FACTS** about e-cigarettes with this month's True or False Factchecker quiz.
www.pmihealthgroup.co.uk/e-cigarettes



Can blueberries really keep you young?

Willis Towers Watson

Compounds in 'superfood' blueberries mitigate inflammation and oxidative damage, which are associated with age-related deficits in memory and motor function.

The fact that we are all living and working longer is now one of the most pronounced changes currently occurring in the workplace. The Department for Work and Pensions predicts that a third of all UK workers will be over 50 by 2020. The challenges for HR professionals are likely to be wide ranging, including health and safety and productivity issues, how to adapt employee benefits to the needs of older employees and how to keep a tight control on healthcare costs.



Find out more:
5 top tips for managing the health, safety and wellbeing of an aging workforce.
www.pmihealthgroup.co.uk/age

"Cleverest marketing campaign I have ever seen."

HR contact at Goodyear



Life isn't always a bowl of cherries...

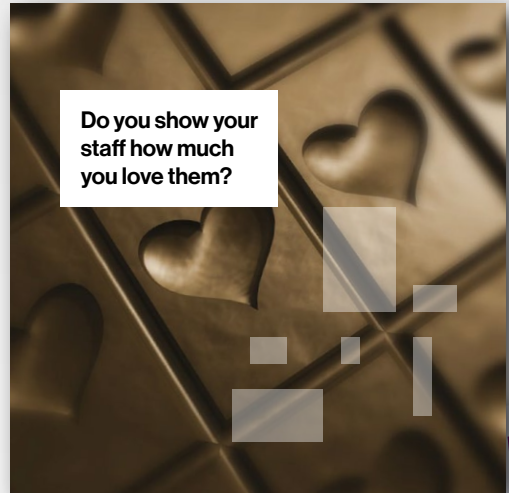
Willis Towers Watson

...suffering from the misery of...
...ow that the antioxidants in...
...ntense pain associated with...
...e of the biggest contributors...
...esence at work?

Work service has been launched to cut incidents of long-term sickness absence by helping employees return to work. But how can HR professionals benefit from using the Government's new service alongside conventional OH services?



Find out more:
5 ways the new Fit for Work scheme can benefit your business and complement conventional OH services.
www.pmihealthgroup.co.uk/fitforwork



Do you show your staff how much you love them?

Research shows that eating a small amount of 75% cocoa solids dark chocolate every day can help reduce levels of both the stress hormone cortisol and catecholamines, the 'fight-or-flight' hormones.

Prevention is always better than cure. From power nap stations to morning T'ai Chi lessons, we give you 10 off-the-wall ways to reduce stress in the workplace.



Find out more:
10 off-the-wall ways to reduce stress in the workplace.
www.pmihealthgroup.co.uk/stressbusting



Which superfoods can give you a clearer picture of your eyecare duties?

Willis Towers Watson

Studies have shown that tropical fruits like pineapple and bananas can be just as beneficial as carrots for ophthalmic health and the prevention of age-related Macular Degeneration, one of the major causes of loss of sight in older people.

Employee eyecare is an important component of your duty of care as an employer. But it is also an area where new rules regularly emerge which change your responsibilities for your employees' eye health.

This month our OH team offer a reminder checklist of the dos and don'ts under current legislation.



Find out more:
Find out the FACTS about eye tests and employer responsibility with this month's True or False Factchecker quiz.
www.pmihealthgroup.co.uk/eyequiz



cameronwells.co.uk



info@cameronwells.co.uk



0161 973 4158