



For Immediate Release

February 08, 2010

For more information, contact Dawn Hobson (dhobson@copacino.com)

NEW LIFEWISE CAMPAIGN MAKES BOREDOM EXCITING

In a new marketing campaign, LifeWise Health Plan is making boredom a virtue—celebrating its sensible approach to health coverage.

The campaign features actor/comedian Brendan Beiser as an understated spokesperson, for LifeWise (a division of Premera). He promises a simple, drama-free experience for companies and individuals that choose the “boringly good” LifeWise products and services.

“Over the past year, health insurance has been a topic filled with stress and anxiety,” says Indranil Ghosh, Premera Director of Marketing. “This campaign is designed to reassure customers and prospects that LifeWise will be a predictable and reliable partner.”

The multi-media campaign includes television, radio, out of home and online—aimed at Washington and Oregon markets.

In one TV spot, Mr. Beiser stands in a beige conference room, delivering a straightforward monolog about LifeWise’s coverage and service. “It’s not glamorous,” he explains. “So we hired them to make it more exciting.” He gestures to an urban dance troupe that enters the room and proceeds to perform in the background, as he continues his sales pitch.

Mr. Beiser also appears in a series of print ads. One headline asks, “Intrigue? Drama? Suspense? Not on my watch. If our plans don’t bore you, I’m not doing my job.”

The theme even extends to light rail cars in Portland: “Dependability: Good for trains. Good for health plans, too.” The advertising drives traffic to a microsite, BoringlyGood.com, that features an array of boringly good stuff—from oatmeal to race walking to dog sweaters.

The campaign was created by Copacino+Fujikado and will run throughout 2010. Says Mr. Ghosh with a chuckle, “We’ll keep running it until we’re bored with it.”

The work is available at <http://www.copacino.com/#/we-are/lifewise/>

CREDITS

Advertiser:	LifeWise Health Plan
Agency:	Copacino+Fujikado, Seattle
Creative Director:	Jim Copacino
Assoc. Creative Director:	Nicholas Cryder
Senior Writer:	Mike Hayward
Account Supervisor:	Dawn Hobson
Broadcast Producers:	Kris Dangla/Patti Emery
Print Production:	Ashley Ernst

101 Yesler Way, Suite 500
Seattle, WA 98104

main 206.467.6610

fax 206.467.6604

copacino.com