



CASE STUDY

HUMANA REBRAND

Read how CSN helped Humana rebrand from a large, impersonal insurance company to an approachable, wellness company

THE IDEA

Humana wanted to shift their brand positioning from a perceptually impersonal, large insurance company to an approachable wellness company that provides great consumer experiences.

THE APPROACH

In 2007, Humana retained CSN to help activate and expand upon their existing sponsorship with the PGA TOUR including assistance with event implementation and brand ambassador activation. Upon contract renewal, CSN renegotiated Humana's marketing partnership to more flexibly allocate Humana's investment with the PGA TOUR to better meet their business objectives. In 2012, the PGA TOUR suggested Humana become a title sponsor in partnership with The Clinton Foundation. Humana once again relied on CSN's expertise to negotiate with the PGA TOUR and the Humana Challenge was created. CSN guided Humana to leverage the tournament assets and turn a week long event into a year long investment including broker events, ambassador integration, wellness programs, advertising and digital content creation.



Humana ambassador, Harris English



During event week, CSN was onsite to implement offsite golf outings and coordinate ambassador appearances at hospitality functions, dinners and tours on behalf of Humana. A unique example of CSN's approach, which is now a mainstay of many TOUR events, is the arrangement for Humana customers and hosts to play with professional golfers from the tournament field that missed the cut. This provided an intimate experience with professional golfers, aligning with Humana's new brand identity emphasizing its approachability.



CSN negotiated and managed the activation of brand ambassadors for Humana, strategically handpicking players based on differing objectives. Matt Kuchar, for example, was well liked on the TOUR and had high performance potential demonstrated by his U.S. Amateur win. Turning professional in 2000, Kuchar was still fairly new to the TOUR and he ranked outside the top 75 in world rankings when Humana signed him to a three year endorsement contract. During the relationship, Kuchar reached #4 in the world. In contrast, Gary Player was a seasoned golfer well into his career. Gary Player was (and still is) very tuned in to the health and fitness space and is recognized as the first professional golfer to “hit the gym”. This authentic representation and lifestyle fit aligned perfectly with Humana's new wellness messaging.

CSN also helped design and implement the Humana WalkIt program which served as the centerpiece for Humana's brand transformation. Humana partnered with local and national charities to distribute free pedometers to tournament attendees, creating fun initiatives like the "highest stepper" of the day, providing engaging direct contact with end consumers. Initially, the program was implemented at 15 PGA TOUR events in geographically relevant locations geared towards Humana's target consumer. To take it a step further, CSN and Humana worked together to outfit an "18 wheeler" transport that would travel to other festivals, parks and state fairs to create an approachable and unique experience for customers, while providing ongoing, mobile advertisement for Humana.



Humana WalkIt Program Tent



Humana 18 Wheeler Plans

THE IMPACT

The overall impact was increased consideration from the broker community, increased awareness from the consumer community, increased market share in the Medicare space, and a positive shift in brand awareness. All of which contribute to the success of Humana as a corporation. The Humana Challenge was named the Sports Event of the Year at the 2012 Sports Business Awards.