

AFM Marketing Forum

Andy Wiggans, Chief Commercial Officer

Natalie Walker, Head of Marketing

Channel 4 Partnership

How it started

What we wanted to
achieve

The campaign

The adverts

Results

Lessons learnt

Table discussions

Thank you

Benenden Health has been around a long time



1905-2013 a civil service scheme

2013 – open eligibility

2016-19 – declining book

2020-22 – covid/NHS crisis

Huge opportunity but nobody knew about us so...

We needed to “Make Benenden Health Famous”

Time for a check-in

Obenendenhealth with 



**Benenden Health's big
ambition:**

**To make Benenden Health
famous**

It all started with a
conversation that I didn't think
would go anywhere.....



**Capitalising on the appetite from
the Board to invest**

=

**How to make Benenden Health
famous begins**



Presentation to the Board.

Step change in brand investment

Why invest more in brand



- Market share
- Significant growth
- Advertising is key

For Benenden Health

- We knew that brand investment worked.....
- But our awareness was still low.....
- However, once customers did know about us they were more likely to choose us over our competitors.....

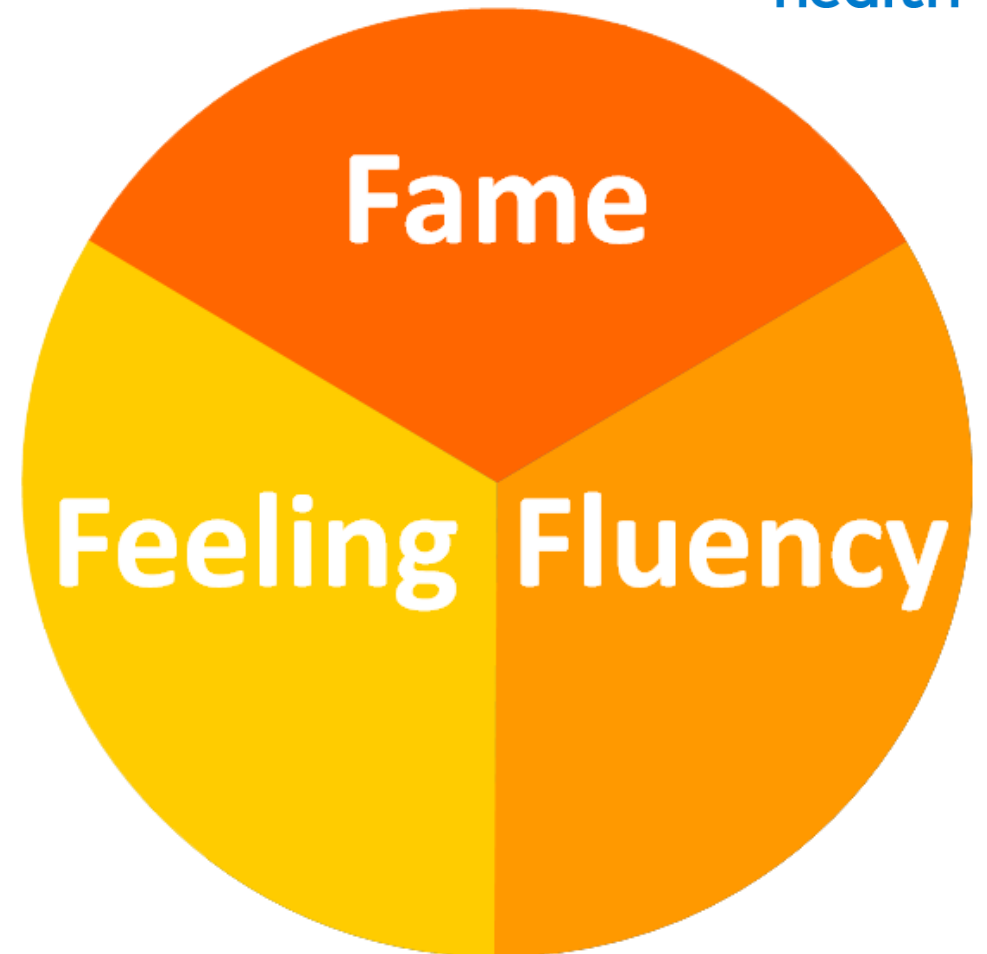
We just needed more people to know we existed! And to connect with us emotionally

Fame, Feeling & Fluency

How to make Benenden Health Famous.

The way we make decisions when it comes to brands.

And the mental shortcuts we use.



FAME: A campaign that made a brand famous



FEELING: A campaign that makes you feel emotionally connected to that brand



FLUENCY: A brand you could recognise without their logo



How to make Benenden Health famous. Fame, Feeling & Fluency – the path to brand growth

- Fast and frugal decision making
- Rely on mental shortcuts – rules of thumb – to help decide between options quickly and effortlessly
- Three key mental shortcuts that help people decide between brands - Fame, Feeling and Fluency
 - **If a brand comes readily to mind, it's a good choice (Fame)**
 - **If a brand feels good, it's a good choice (Feeling)**
 - **If a brand is recognisable, it's a good choice (Fluency)**
- Important to create these shortcuts in people's minds so that they could choose Benenden Health quickly and easily
- Whilst 'fame' is key, feeling simplifies and guides decision-making, it provides a 'lift' that will help people to decide in favour of our brand over another



Altogether Different



This is to certify that

You have been classified W for weird.



Alex Mallon

Chief Executive

**What followed was a partnership
built on shared values.**

**Channel 4 'Altogether Different' &
Benenden Health 'Healthcare
Done Different'**

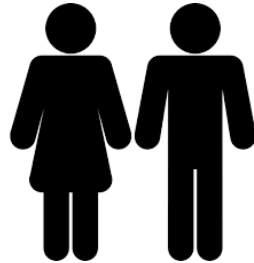
Time for a check-in

 benendenhealth with 

A campaign with high reach & frequency, living across multiple platforms and touchpoints



BRAND TV
Premier ad break.
4 x 60"
TV airtime
VOD



**EXTENDED FREQUENCY
& REACH**
4 x 10" ads



A HEALTHY PAUSE
VOD



SOCIAL MEDIA



4TALKS
B2B

Scalable &
Flexible

Partnership to be
activated
outside of C4 in
our own
channels .

Big targets from the investment

BRAND AWARENESS

Increase from 6%
to 17%.
Top 3 most aware
of healthcare
brands

ACQUISITION

Up to 43k new
members over
3 years



 benenden
health







14:18



Shares

9 shares



Naomi Thompson (She/Her) · 1st
MBA, Head of Organisational Development
12m ·

I'm so excited to see the **Benenden Health** advert air tonight 8:15pm on channel 4. As we begin this important campaign [#timeforacheckin](#).



Bob Andrews · 1st
Chief Executive Officer at Benenden Health
51m ·

Benenden Health and **Channel 4** are on a mission to get everybody talking about and checking in on their health more. ...see more



1



Hayley Sugden reposted this



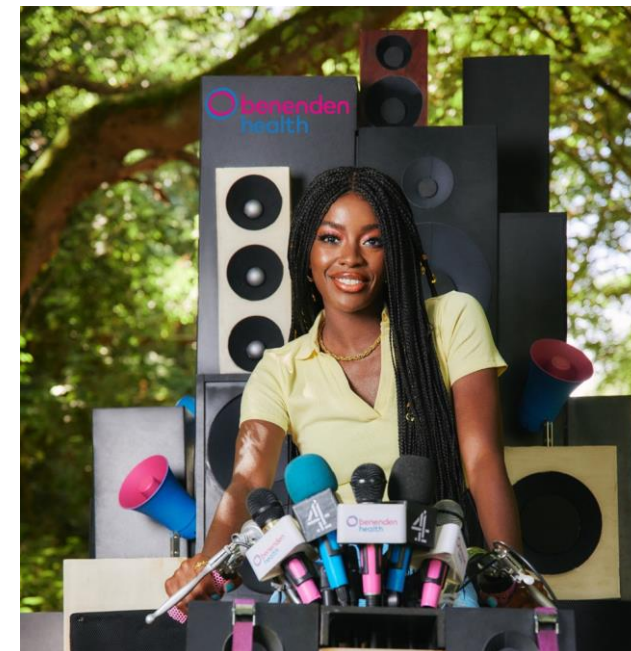
Home

My Network

Post

Notifications

Jobs












A photograph of two men in a control room, looking down at a screen. The background shows a blurred control room environment with various equipment and a person in the distance.

Limits and exclusions apply. Fee is reviewed periodically.
From 1st April 2025, the fee will increase from £1.50 to £2.00 per person
per month. UK residents only. (excludes Isle of Man and Channel Islands)



Limits and exceptions apply

Start April 2025

Productivity

80 per person



Lots and a lot of furniture

at the furniture store

From 1st April 2023 the new furniture store will be open every day from 10am to 6pm. UK residents will be able to visit the store and see all the furniture (see all)



Leads and includes only equity. Fee is reviewed periodically
From 1st April 2021, the annual fee was increased from £10 to £12 per annum
per month. All residents of the development of the development (sands)

Results



B2C sales highest on record:
2021 – 167 run rate
2022 – 208
2023 – 332
New record - 399

Spontaneous awareness - up from 6% to 13%

28.1m adults have seen our C4 ads at least once (55% of all adults)

Coverage in big titles – Metro, The Sun

Partnership has generated 20m opportunities to hear through PR

Prompted awareness - up from 23% to 37%

Brand consideration - up from 34% to 45%

TV cited as the 2nd most popular reason for joining

Generating interest in the B2B space

Increase in applications for job vacancies

Web traffic peaked +8000%

Increase in younger members recruited

4.5m social views

Moved from 7th to 5th most aware of healthcare brand

It's a big deal to Channel 4 too!

**Best results they've ever seen from a
collaboration.**

**Biggest campaign they worked on last
year**

First ever integrated premiere break



First ever co branded 4 Talks



SALES x **benenden health** x **WOMXN** x **mediacom**

Streaming on Monday 16 January • 11am

Mental health and wellbeing at work

Speakers:
Roman Kemp
Radio Host
Dr Sarah Hattam
Founder, Concilio Health, working with Benenden Health
Landy Slattery
Creative Director - All4, Channel 4
Paul Cooper
COO, Mediacom North

It's time to get more businesses to think about what more they can do to support their staff's health and wellness and their wider approach to wellbeing within the workplace. That means really checking in on how their employees are doing and giving them the support that's right for them.

In this session, Davina McCall, host of C4's hit show Davina McCall: Sex, Myths and the Menopause, with our fantastic line up of speakers, discuss their advice and strategies on mental health and wellbeing. With the cost of living crisis and hybrid working, how do we maintain good mental health practices and what is the role of the employer in supporting their workforce during this challenging time.

Host:
Davina McCall
TV Presenter

[REGISTER VIA LINKEDIN](#)



SALES x **benenden health** x **WOMXN** x **THE SHED**

Streaming on Monday 23 January • 2.30pm

Physical health and wellbeing at work

Speakers:
Judi Love
Comedian and TV Presenter
Rylan Clark
TV Presenter
Dr Sarah Hattam
Founder, Concilio Health, working with Benenden Health
Fiona McAllister
Senior Lawyer and Co-Chair of 4Womxn, Channel 4
Taf Muchenje
Marketing Executive and Co-Chair of The Shed, Channel 4

It's time to get more businesses to think about what more they can do to support their staff's health and wellness and their wider approach to wellbeing within the workplace. That means really checking in on how their employees are doing and giving them the support that's right for them.

In this session, the face of Channel 4's iconic show Big Breakfast, AJ Odudu will host a stellar line up of speakers to discuss physical health. From top tips and advice of how to stay healthy with busy schedules to the role of the employer and employee representative groups to support their workforce, we explore how we can lead a more healthy approach to physical wellbeing.

Host:
AJ Odudu
TV Presenter

[REGISTER VIA LINKEDIN](#)



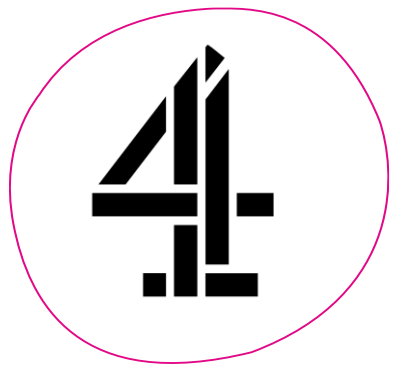
A few things I've learnt along the way to increase buy in



- Data, data, data
- Back up proposals with forecasts based on evidence or benchmarking
- Set targets
- Be well prepared, know your proposal inside out
- Papers don't need to be long – clarity and simplicity of messages is key
- Present your proposal as early as you can to increase engagement, understand concerns and use this info to shape your next iteration
- Keep decision makers, stakeholders, and staff involved – send updates, hold meetings, share results and successes
- Ask for support. You can't do it alone. The partnership may have been a marketing initiative but it's only a success as a result of all the collaboration
- Be brave.....I almost didn't flag the GBBO sponsorship opportunity

What's Next?

We need to sustain this, not reinvent it



Personal Relevance

Cultural Relevance

Platform Relevance



Framework for future partnerships and ideas



Discussions Points



- Does your organisation share Benenden Health's strategic drive for "fame"? Would being more famous help you achieve your aims?
- As a mutual, how important is it to partner with organisations with shared values? How do you check this out when talking to potential partners?
- What lessons can you share about influencing your board/senior management to make a "leap of faith" (financial, strategic or otherwise)?

Thank you