Allen & Gerritsen and Blue Cross Blue Shield of Massachusetts Unveil New Multimedia Campaign

The New Brand Advertising Campaign Highlights the Emotional Connections Blue Cross Blue Shield of Massachusetts Has With its Plan Members

BOSTON, MA (October 9, 2013) — Highlighting that Blue Cross Blue Shield of Massachusetts' service is unique to each individual and business it serves, the company launched its newest multimedia campaign this week, created by allen & gerritsen (a&g). This is the brand's first campaign since naming a&g as its agency of record in June. Blue Cross Blue Shield of Massachusetts, one of the nation's best health plans and the largest private health plan in the commonwealth, is an industry leader in health care reform and making quality health care affordable for its members and the broader community.

The creative platform tells the stories of actual Blue Cross Blue Shield of Massachusetts plan members through their own eyes and in their own words, and highlights the freedom, independence and support they receive from Blue Cross Blue Shield of Massachusetts, allowing each of them to live the life they choose. As one plan member competes in a "Spartan" race, another bikes to work to feel better both physically and spiritually, and a group of young women grow their startup, they all share that Blue Cross Blue Shield of Massachusetts is more than just a health plan — it's a health plan distinct to each of them and their unique situations and stages of life.

The new campaign will remind viewers that Blue Cross Blue Shield is more than just a health plan offering in Massachusetts — rather, it's a health plan that recognizes the individuality of its members and creates an emotional connection with them.

"Blue Cross Blue Shield of Massachusetts' corporate promise is to always put our members first and by creatively shining the light on their real stories and unique needs, allen & gerritsen brings that commitment to life," said Timothy O'Brien, Senior Vice President, Sales and Marketing for Blue Cross Blue Shield of Massachusetts. "We are honored to be the trusted health plan for each and every one of our 2.8 million members and are excited that this campaign showcases the security and peace of mind you have by choosing Blue Cross as your health plan."

"This campaign celebrates the fabric of our region through individuals, while mirroring the values of the Blue Cross Blue Shield brand," said allen & gerritsen Creative Director Doug Gould. "It reminds us that the company is more than just Blue Cross Blue Shield of Massachusetts, its Blue Cross Blue Shield of overcoming adversity, of growing families, of small businesses, of changing lives, and of living with peace of mind."

The new Blue Cross Blue Shield of Massachusetts campaign launches with 30-second and 60-second television spots, as well as radio, digital video and banners, and out of home. To view elements of the campaign, including the first three television spots, click here.

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About Allen & Gerritsen
allen & gerritsen (a&g) is a fiercely independent agency in the cities where independence was born, Boston & Philadelphia. Innovation & culture drive our success. a&g runs its own r&d center (a&g Labs); curates its own branded entertainment (#afewgoodminutes); & was named by Ad Age as the Best Place to Work in U.S. Marketing & Media for 2011... & again in 2012. a&g relishes working with great clients that always ask, "What's next?" For more information about a&g, including a comprehensive creative portfolio and client roster, please visit www.a-g.com, become a fan on our Facebook page, or follow @allengerritsen on Twitter.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We're committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality.

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