Introducing Olivia: Blue Cross Blue Shield of Massachusetts Welcomes One of Its Newest Members in a Big Way

Newest chapter in campaign from Allen & Gerritsen continues focus on real stories of Blue Cross members

BOSTON, MA — March 17, 2014 — Showcasing that a health plan is unique to each individual and business it serves, Blue Cross Blue Shield of Massachusetts (BCBSMA) launched a new chapter of its ongoing multimedia campaign created by allen & gerritsen (a&g). The latest vignette tells the story of the birth of Olivia, one of nearly 18,000 infants born to the BCBSMA family in 2013.

The spot continues the company's focus on the personal side of choosing a health plan and illustrates the security, trust, stability and peace of mind members have with BCBSMA.

"This new chapter of the larger campaign reminds us that Blue Cross Blue Shield of Massachusetts is made up of nearly 3 million people with a story to tell and highlights our promise *to always put our members first*," said Timothy O'Brien, Senior Vice President, Sales and Marketing for Blue Cross Blue Shield of Massachusetts. "Our members lead busy lives and don't have time to worry about things like their health plan. This is why we are committed to giving them the peace of mind they need to live their lives."

The new campaign also highlights the services and supports that BCBSMA offers women who are pregnant, new parents and those thinking about expanding their family. For example, Living Healthy Babies offers information, interactive tools and answers that any parents or would-be parents may need as they begin their journey. Also available through Living Healthy Babies is Text4Baby, an educational program of the National Healthy Mothers, Healthy Babies Coalition. Text4Baby is a text-based mobile information service that promotes maternal and child health throughout pregnancy and baby's first year of life. Women can sign up by texting **BABY** (**BEBE** in Spanish) to **511411** and will receive free SMS text messages each week, timed to their due date or baby's date of birth.

"Our ads with Blue Cross are about documenting all of life's chapters — of growing families, of overcoming adversity, of starting a small businesses, of changing lives, and of living with peace of mind," said allen & gerritsen Creative Director Doug Gould.

The new BCBSMA commercial launched March 3rd with 30-second and 60-second television spots, as well as, digital, online video, website, and social. To view elements of the campaign, click here.

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 are the trusted health plan for more than 31,500 Massachusetts employers and are 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. Connect with us on Facebook, Twitter, YouTube and LinkedIn.

About Allen & Gerritsen
allen & gerritsen (a&g) is a fiercely independent agency located in the cities where independence was born, Boston & Philadelphia. Innovation & culture drive our success. We spark and facilitate powerful conversations between decision-makers and brands. And constantly find new ways for brands to engage with their audiences in ways they never could have imagined.

Here at a&g, we run our own innovation think tank (a&g Labs); curate our own branded entertainment (#afewgoodminutes); and embed brands into cultural conversation through our branded newsroom. And we were named by *Ad Age* as the Best Place to Work in U.S. Marketing & Media. 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.

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