



**Ambulance Victoria.
'Be Sure. Be Covered'.**





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Demonstrates.

- Understanding of consumer attitudes and behaviour with regard to financial services products
- Understanding and delivery of brand-reinforcing direct response communications
- Experience working with fully integrated media to deliver attribution against all channels
- Experience working on successful attitudinal change campaigns.

The challenge.

Ambulance Victoria's membership scheme was losing 8,500 members a month to private health insurers, while acquisition rates fell to 4,500 a month. The resulting net member loss rate was putting at risk a program that contributes 25% of Ambulance Victoria's operating budget.

DPR&Co was briefed to return the Membership Scheme to sustainable growth while moving members to an online engagement.



100%
Ambulance Cover

Singles	Families
\$41.30 p.a.	\$82.60 p.a.

Subject to Membership Scheme business rules



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Our response.

Our recommendation was to position Ambulance Membership as a low-cost, high-value insurance product by highlighting the potential risks of not being 100% covered compared to the low cost of Membership.

We also introduced an element of doubt about competitor cover by subtly highlighting the gaps and exclusions present in many policies, inviting members to 'Be Sure. Be Covered.'

We delivered two key campaign expressions over the following 4 years - 'Real Stories' followed by Important 'Questions' - along with tactical messages around membership subsidies and fee changes.





Online video
<https://vimeo.com/114841171>

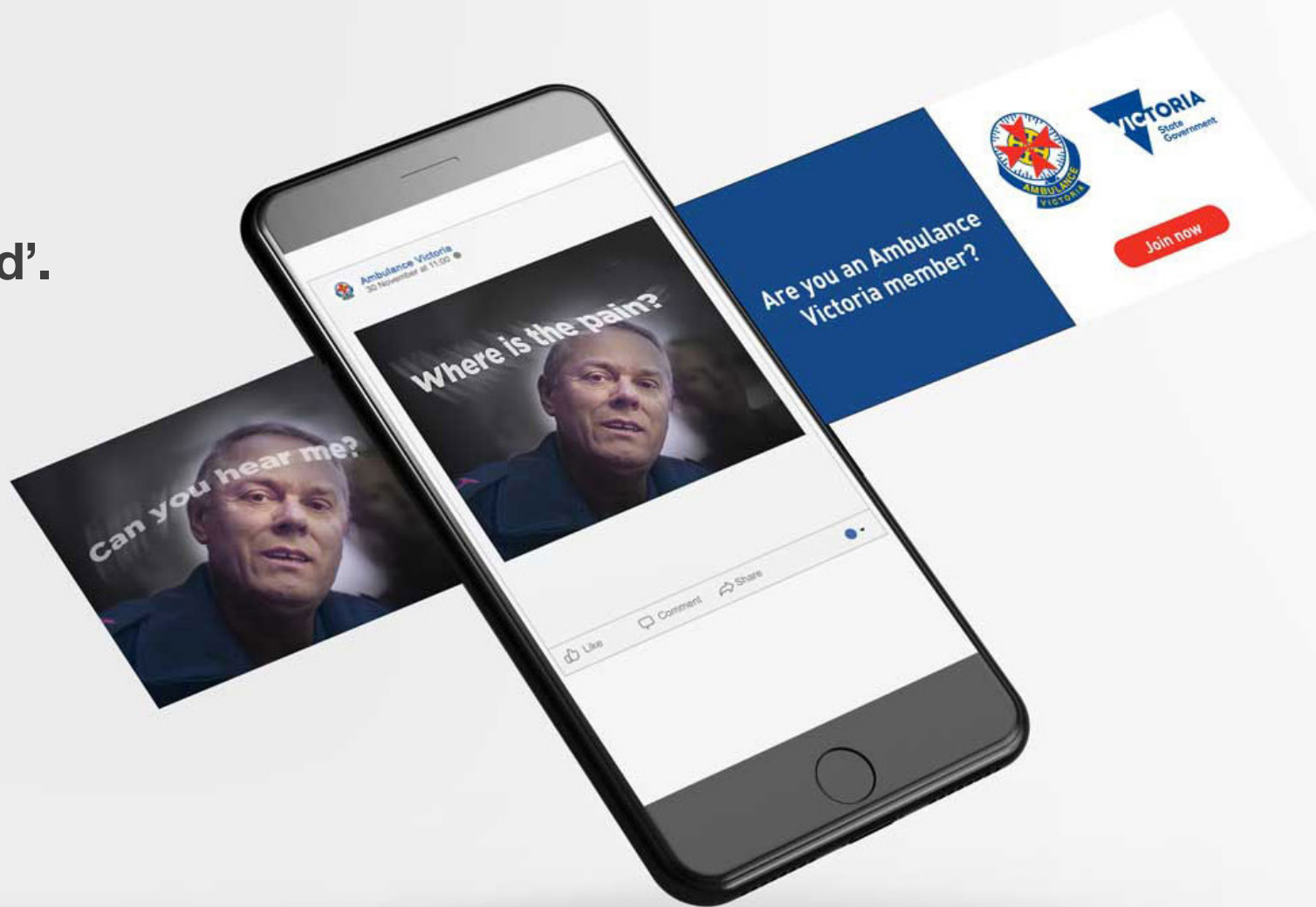


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The result.

In the first year of the campaign, we reduced cost of member acquisition by almost 70% while reversing a projected net member loss of 48,000 to a net gain of almost 70,000 members at a campaign ROI of 1,800%.

Over the ensuing 4 years, we increased the average member lifespan by over 2 years.





Online video
<https://vimeo.com/146208368>



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Client	Ambulance Victoria
Product	Ambulance Victoria Membership
Audience	People 25+ skewed 25-45
Channels	Broadcast media (TV/Radio), BVOD, digital and social
Deliverables	Direct response TVC, radio and digital, creative for funnel comms and collateral.
From brief to live	3 months
Performance	Net 350,000 members acquired over 5 years. Average ROI 1,800%.

