Flimp Case Study: Employee Benefits

Video Postcard Email Communications Campaign
Client: The School District of Philadelphia

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Project Overview

Each year the School District of Philadelphia (SDP) offers its 6,500 administrative, maintenance, and supervisory employees several voluntary insurance benefits during an open enrollment process. In November 2008, the decision was made by the SDP Directory of Benefits' Stephanie Fedoroff to use the Flimp® web video communications technology for the annual voluntary benefits enrollment and education process. Flimp, which stands for "Flash Interactive Marketing Platform" is a patent pending video marketing and analytics technology that enables rapid creation, deployment, and tracking of interactive video postcard communications without any programming or IT resources.

The SDP open enrollment was conducted from December 1 - 9 of 2008. Voluntary benefits products offered to SDP employees included a flexible spending pland, term life insurance (Humana Specialty Benefits), disability insurance, and whole life insurance (ING). Information about the enrollment process and products was communicated to employees using traditional mail and video postcards. Benefits enrollment was completed via telephone and in person through a third party enrollment center managed by UDI Affinity.

Communications Objectives

According to Stephanie Fedoroff, "Our primary objective was to offer employees products they could not obtain through the SDP's primary benefit program, and to get a group rate for them. One of our major challenges was how to educate our employees about the products so they understood what they were buying. In the past, there has been no good way for employees to learn about the benefits products prior to contacting the enrollers. When they contact an enroller, it was to elect coverage. The educational piece just wasn't there."

To address the problem of providing employees with good product education the SDP turned to their broker who recommended that the School District use Flimp. According to Fedoroff, "Our broker, Grady Ford, told us about Flimp. He said it would be very useful. I admit that I was skeptical, but took a wait-and-see approach." Video postcards were presented as an efficient, low-cost way to communicate comple information using audiovisual content directly to employees so they could educate themselves about the various benefits products being offered. The SDP decided to use Flimp video postcard communications instead of holding regional meeting, which would requre significant time and resources to organize. In additon to providing a cost effective way to enable employees to learn about the voluntary benefits products, other objective included:

- Increase SDP employee awareness of and engagement in the enrollment process.
- Increase SDP employee enrollment levels for voluntary benefits products.
- Reduce the time required to effectively carry out the open enrollment process.
- Enable real-time reporting of employee engagement in the enrollment process.

"Given the time constraints, amount of work required and complexity of the SDP open enrollment communication, the Flimp technology and the staff at Flimp Media exceeded our expectations. I believe this technology solves a very significant problem for benefits communicators, that being how to educate employees in a cost-effective and simple way without regional meetings or sending out lots of printed brochures. It was exciting to utilize such a cutting edge technology as part of our benefits communications, and we definitely plan to use Flimp for our upcoming open enrollment later in 2009. I got a great response from our employess, and was so proud to get credit for bringing on a state-of-the-art communication tool."

Stephanie Fedoroff
SDP Directory of Benefits

"Our goal was to increase participation by 10%. Flimp more than doubled that objective by increasing enrollment by 22% for 2009."

Grady Ford, *SDP Insurance Broker*

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SDP Audience Actions

SDP Employee Actions	No. of Viewers	Response Rate
Received SDP Flimp Video Postcards	6,500	N/A
SDP Flimp Video Postcard Views	2,532	39.0%
Successful Video Plays (video able to play) [1]	2,353	36.2%
Clicked Response Links (viewer response)	1,645	70.0%

[1] Multiple views by the same person within 5 minutes are counted as one video postcard view. Viewer Data Collected by Flimp.

Viewing Minutes

	SDP Introduction Flimps	Insurance Product Flimps
Video Duration	2 minutes, 42 seconds	3 minutes, 6 seconds
Total Viewing Time	38 hours, 46 minutes, 1 second	13 hours, 43 minutes, 51 seconds
Average Viewing Time	1 minute, 24 seconds	1 minute

How Flimp was Used:

Following the decision in early November to use video postcards, Flimp Media had just one week to develop, deploy, deliver, and track a coordinated, compliant audio visual communications and education program for the SDP enrollment that would meet the needs and compliance requirements of the School District, brokers, insurance carriers, and enrollment administrator. The Flimp technology was used to quickly develop a series of custom branded video postcards with built-in tracking about the enrollment details and products that were delivered to employees by email and embedded into a dedicated microsite which can be seen at www.enrollsdp.org.

For content, an introductory video presentation summarizing the enrollment process and available products was created by Flimp Media using approved SDP scripting and branding. Using the Flimp technology, this was quickly turned into an interactive video postcard with links to landing pages featuring the various insurance products and an employee survey. In addition to the introduction, video postcards were created using Flimp for several of the offered benefits products. All of the video postcards had built-in viewer tracking to measure engagement and response rates. Enrollment center telephone numbers were clearly displayed to drive viewers to enroll after viewing the video postcards.

"One of the most important points I stressed" according to Stephanie Fedoroff "was that the video postcards needed to reflect our diverse employee population. The staff at Flimp Media understoon exactly what we needed and tailored our video postcards accordingly."

The School District sent the Flimp video postcards to the 6,500 elligible employees via email on two separate dates prior to the enrollment period. Employees could open their email, watch a comprehensive 2 minute video message about the enrollment process, and then navigate to educational collateral on the products created using the Flimp application. As viewers engaged with the content, their activities were tracked and reported in the Flimp Viewer Reporting dashboard. "The messages were so clear. I watched it over and over again myself," said Fedoroff. "Education must include repetition in my view. This way employees really had a chance to learn about the product offerings."

SDP Flimp Campaign Results

"Our goal this year was to educate employees on the benefits of Flexible Spending Accounts and increase participation by 10%," according to Grady Ford, broker for the SDP enrollment process.

Two SDP video postcards were sent separately by email to the 6,500 employees during a two week period prior to the open enrollment period. A total of 2,532 viewers engaged with the SDP video postcards representing 39% of elligible employees. Of those viewers, 2,353 or 93% were able to successfully play the video postcards. After watching the introductory video message, a total of 1645 viewers clicked a responce link for a response rate of 65%, a very favorable response rate given the nature of the communications. The average viewing time on the introductory SDP enrollment video was 1 minute, 24 seconds per viewer and the combined video postcard viewing time on the primary SDP introductory communications was 38 hours, 46 minutes. Viewers also spent 13 hours 42 minutes on Flimp video postcards created for the Humana Specialty Benefits and ING insurance products.