

HI_5_External Campaign “The HEMIC Family of Companies”

Title of Entry: “The HEMIC Family of Companies Can Do More For Your Business”

Organization: HEMIC

Contact: Lisa Lee

Director, Marketing & Communications
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Objectives (What are the specific and measurable objectives of the program? How do the content, vehicles used, and overall appearance support these objectives?))*

In 2022, HEMIC launched a new rebranding as “The HEMIC Family of Companies” with cohesive messaging and look & feel across Television, Print, Digital, and Policyholder Communications. Previously known primarily as the largest provider of Workers’ Compensation in the State of Hawaii, with historic understanding as the guaranteed market, we developed this rebranding and 2022 campaign to present the HEMIC Family of Companies as a full, well-rounded solution for Hawaii employers’ commercial insurance needs. Our 25th anniversary provided a unique opportunity to launch and play out this campaign.

We sought to convey HEMIC’s local identity and sensibility by spotlighting HEMIC’s real policyholders with messaging that demonstrates our appreciation for the work of Hawaii’s business owners and our understanding of their needs.

With this campaign we sought to message:

- The HEMIC Family of Companies can do more for Hawaii’s businesses and workers.
- Our local identity:
 - Who the HEMIC Family of Companies is – our story, our mission, vision, values
 - Our servicing – how we understand Hawaii’s businesses and workers like no one else
 - Our products – developed and selected specifically for Hawaii’s needs

Strategy (Who are the targeted audiences? What was the overall strategy to reach those audiences?))*

- Business owners and insurance purchasing decision-makers
- Insurance agents

Roles (Please include the roles of internal staff and external consultants.)*

- Our SVP, Business Development and Marketing Department partnered with our long-standing agency of record, Anthology Media Group, to develop this campaign. (Please see our other AASCIF Communications awards entries for details on the website.)

Target Audience (Describe the target audience's demographics and other special features or challenges.)*

The website and print ads target Hawaii's business owners and decision-makers. The television commercial targets them as well as the general public and news-watching audience. Our 25th Anniversary annual report targets Policyholders and Insurance Agents.

- Business owners and insurance purchasing decision-makers
- Insurance agents and account managers
- The general public / Hawai'i's workers

Evaluation (How was the entry's success measured? How do the results relate to the stated objectives?)*

- In 2022, HEMIC had our highest-producing year. We exceeded our financial goals, which had been increased mid-year, given the production of the first six months of 2022.
- We hit our goals for "double binds" and "trifecta binds" – new business written with policies with two or three of our companies.

Budget (What was the overall budget? What was the cost per piece to produce? List the individual costs of all components, including consulting fees.)*

- TV Commercial: \$150K
- New Website: \$80K
- Print Ads: design fees
- Annual Report: \$7000 + tax (\$7329.94)

Please include a link that has all supporting materials (ex. Google Drive, Drop Box). All supporting materials must use the following naming convention: STATE ABBREVIATION_CATEGORY NUMBER.

https://hemic365-my.sharepoint.com/:f:/g/personal/llee_hemic_com/Et-8nrnsMgNlvVIQ1yGE8SUBfsMy5b8NXbxN_6dTSKaZSQ?e=Xl4a5S

In the event this entry is selected for an award, please notify (organization's single point of contact):

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