

Cigna Healthcare "Holidrained" Social Campaign

CLIENT: Cigna Healthcare | AGENCY: The Cigna Group Internal Agency

In Cigna Healthcare's owned social channels, how do we move from a solution-first approach with Cigna Healthcare the main attraction, to placing our customers needs front and center? This audience-first organic social strategy focused on regaining trust with women, 35-54 on Cigna Healthcare's Instagram channel. The tight audience-targeting effort anchors insight-based content creation. From acknowledging the post-holiday exhaustion (and relief) women feel with "Holidrained," we worked at the speed of culture to deliver highly relevant and timely content that demonstrated to women that we "get" them, yielding higher engagement rates, net new follower growth, and consistent positive sentiment levels.

