


# Cigna Healthcare Customer Lifecycle Campaign

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

With a long-term goal to shift to a true customer lifecycle perspective and think globally about the end-to-end experience, Cigna Healthcare piloted a highly targeted and phased campaign to curate a more personal and relevant experience and drive engagement and long-term loyalty among woman 30-50 who have registered on myCigna.com. Through three test-and-learn phases, this multi-channel campaign has set a refreshing tone and introduced new content formats, exceeding expectations in engagement and impressions. More importantly, the campaign reestablished audience-first best practices that will be scaled across the full customer campaign ecosystem.

PAID  
SOCIAL



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healthcare

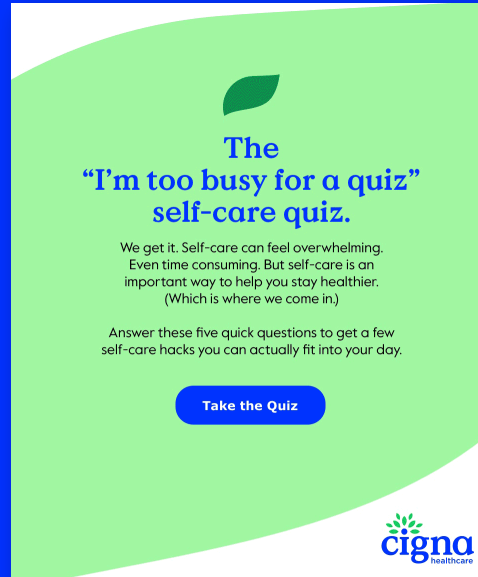
## The only thing not on your to-do list is you.

Take our "I'm too busy for a quiz" quiz to get self-care hacks you can actually fit into your day.

[Take the Quiz](#)

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INTERACTIVE  
QUIZ



**The**  
"I'm too busy for a quiz"  
self-care quiz.

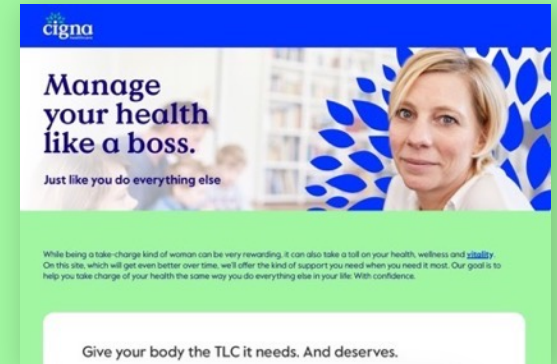
We get it. Self-care can feel overwhelming. Even time consuming. But self-care is an important way to help you stay healthier. (Which is where we come in.)

Answer these five quick questions to get a few self-care hacks you can actually fit into your day.

[Take the Quiz](#)

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WEBSITE  
DESIGN  
+ DEV



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## Manage your health like a boss.

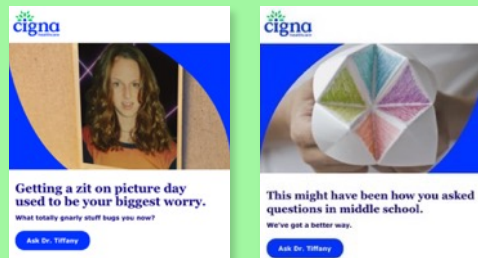
Just like you do everything else.

While being a take-charge kind of woman can be very rewarding, it can also take a toll on your health, wellness and **quality**. On this site, which will get even better over time, we'll offer the kind of support you need when you need it most. Our goal is to help you take charge of your health the same way you do everything else in your life. With confidence.

[Give your body the TLC it needs. And deserves.](#)

HTML  
EMAIL

HTML  
EMAIL

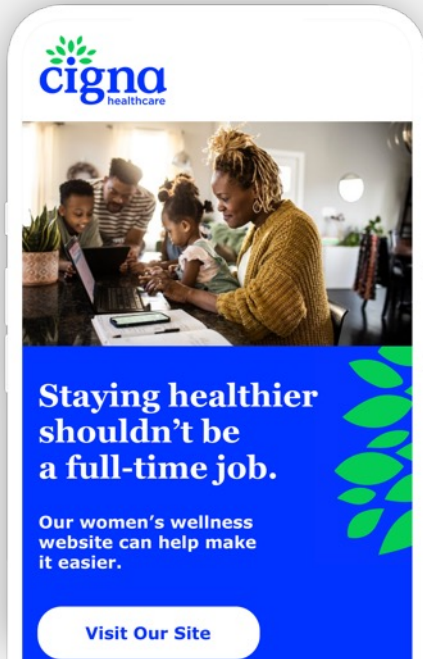


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Getting a zit on picture day used to be your biggest worry. What totally gnarly stuff bugs you now?  
[Ask Dr. Tiffany](#)

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This might have been how you asked questions in middle school. We've got a better way.  
[Ask Dr. Tiffany](#)



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## Staying healthier shouldn't be a full-time job.

Our women's wellness website can help make it easier.

[Visit Our Site](#)