

CENTIVO.

How dare we.

Would you trust a stranger with your haircut?

How about your health?

Insight

Americans accept a level of inconsistency, impersonality, and confusion in healthcare that we would never tolerate in any other part of our lives. It's evidence that for employers, brokers, and patients across the country the status quo feels too big to challenge, too entrenched to fix.

Idea

How do you help people comprehend a huge, systemic problem? Make it small. Our core insight - that people show more loyalty to their hairstylist than to their doctor - crystallizes a universal frustration with surprising warmth and clarity, and reframes a technical, B2B challenge into an emotional, cultural one, revealing a shared longing for consistency, dignity, and care. And it gave Centivo a way to speak boldly without blaming the industry, instead calling others into a movement grounded in transparency and humanity.

Centivo makes high quality care available to hard working Americans, which shouldn't sound radical and yet in today's world it does. We wanted to speak to that truth in a way that can rally more people to our side — to show that expecting decency is reasonable, not radical. So we built a campaign that uses plain language, honest insight, and a bit of quiet defiance to make healthcare feel human again.

