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Cactus Launches New Campaign for Colorado HealthOP

Campaign for Colorado's First Statewide Nonprofit Health Insurance Cooperative Set to Launch Throughout the State this November

DENVER – A new campaign, titled “Believe It” has been launched by Cactus for Colorado HealthOP this November. As a nonprofit health insurance CO-OP that exists for its members, Colorado HealthOP is, at its core, designed to be different. Through strategic market research, Cactus was able to differentiate Colorado HealthOP from other health insurance companies with a brand new campaign that includes a new website, digital, radio, print, out-of-home and TV.

Cactus worked with Colorado HealthOP on an extensive rebranding effort, including an identity refresh and a new uniquely orange color palette, rather than an industry standard blue and green one. This rebrand is noticeable across all of the Colorado HealthOP materials moving forward – from their website to their new member welcome kits.

Cactus then took an entirely new spin with the campaign to illustrate the incredible benefits offered to Colorado HealthOP members. Many benefits go beyond what is traditionally offered on health insurance plans—they're unbelievable, but Colorado HealthOP urges you to “Believe It.” The campaign features a levitating magician and an all-seeing fortune teller to emphasize just how unbelievable Colorado HealthOp's offerings are. These characters operate in the realm of the unbelievable and even they are surprised when they learn about the benefits.

“The research showed that people liked the idea of a CO-OP, but they needed to understand the benefits in order to make that idea tangible and worth looking into more,” said Tracy Faigin Boyle, chief marketing officer for Colorado HealthOP. “Cactus did an amazing job bringing to life our unique offerings and showcasing the CO-OP as a very different kind of health insurance organization. People are looking for something different in this new health insurance environment, and this campaign does this for us really well.”

The TV spot begins airing Nov. 24 and Coloradans will see the new print, out of home, radio and digital elements through Feb. 2015.

Coloradans can visit Colorado HealthOP for more details and to request a quote at www.cohealthop.org.

About Cactus

Cactus creates meaningful work that makes a huge impact. A full-service communications agency, Cactus delivers brand impact for companies and causes through data-driven strategies, advertising, design, interactive, digital and integrated media services. The agency has been nationally recognized for its innovative work by The One Show, Communication Arts, The Webby Awards, SXSW, Favourite Website Awards, Advertising Age, Creativity and Print's Regional Design Annual, among others. For more information visit www.cactusdenver.com.

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Colorado HealthOP Campaign Credits /

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Post Production & Color Correction (Broadcast): Idolum
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Audio Post (Broadcast): Coupe Studios