

Exchange Name and Brand Update and Recommendation

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California Health Benefit Exchange Board Meeting

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Creative Development

1. With support from Ogilvy PR the Exchange has reviewed hundreds of names, including many submitted by consumers and stakeholders from across California. At the September Board meeting staff presented the top four names that rose from Name/Tagline focus group testing:
 - Covered, CA (and Covered California)
 - Eureka
 - CaliHealth
 - Ursa
2. In parallel with logo development, the Exchange conducted a language review and full trademark search of the names with Ogilvy legal counsel. Based on serious concerns about being able to trademark CaliHealth and language/translation concerns regarding Ursa, each of these were removed from consideration.
3. On 10/23 and 10/24 we conducted Quanti-Quali testing in San Diego and Sacramento with logos for:
 - Covered CA
 - Covered California
 - Eureka

Tested Names, Logos and Taglines



Where California discovers affordable healthcare



Your destination for affordable healthcare

Quanti-Quali Focus Groups for Logo: demographics

Total number of people: 228

- 112 in San Diego 10/23/12
- 116 in Sacramento 10/24/12

Age Range

- 20-30: 75 total
- 31-40: 60 total
- 41-64: 93 total

Marital Status

- Married: 70
- Single: 158
 - Single, Divorced, Separated, Widowed, Living with Partner

FPL%

- < 138%: 64 total
- 139-199%: 84 total
- 200-399%: 60 total
- 400%+: 20 total

Languages

- Spanish-only: 60
- English: 168 (Many Bilingual)
 - Spanish, Tagalog, French, Vietnamese, Hebrew, Sign Language, Hindi, Italian, Chinese, German, Hmong

Ethnicities

- African American
- American Indian
- Caucasian
- Hispanic/Latino
 - Mexican, Mexican-American
- Asian
 - Chinese
 - Philippino
 - Pacific Islander
 - Indonesian
 - Lao

Quanti-Quali Focus Groups Findings

- Eureka, Covered CA and Covered California all had logos and taglines that performed well within all four quantitative focus group sessions
 - The name of Eureka did not test well, but when presented with logo and tagline there was wide acceptance
 - Eureka as more often seen as a “private program” compared to Covered CA which many saw as a “public” program
 - Many thought that Eureka would be confused with an individual health plan versus an umbrella for many plans
 - Covered CA and Covered California was particularly appealing to Hispanic respondents
- A substantial majority (nearly 2/3) of participants favored either Covered CA or Covered California
- The inverted double “C”s logo was the favorite for the majority of the respondents
 - Many observed that it felt “safe” and protected, especially respondents with families
- In a test between all 7 logos, the Covered options were the preferred choices

Name and Logo Recommendation



Next Steps

Week of October 30th:

- Legal trademark search results review
- Final internal revisions/reviews to chosen Logo design and additional tagline exploration

Week of November 5th:

- Review of revised Logo/Tagline
- Final legal review/approval of Logo and Tagline

Week of November 12th:

- Final Name, Logo, tagline and domain revealed
- Trademarking process: TBD