**Digital Media Plan for Promoting Bowtie VHIS**

**Objective:** Increase brand awareness and drive policy sign-ups for Bowtie VHIS Standard Plan during the post-COVID era. Leverage tax-saving benefits and comprehensive coverage to appeal to target audiences.

### **Current Market Trend**

Recent surveys indicate strong interest among Hong Kong residents in the Voluntary Health Insurance Scheme (VHIS):

 **High Interest in VHIS:**

* **82%** of Hong Kong residents are considering VHIS participation.
* Key motivations include **tax deductions** (42%) and **premium reductions** (42%).

 **Need for Better Healthcare Access:**

* Long waiting times at public hospitals are a concern.
* Desire for **faster, quality healthcare services**.

### **Central Theme**

**"Maximize Your Tax Savings and Health Coverage with Bowtie's Standard Plan"**

"Get Faster Healthcare with Bowtie's Value-Added Plan—Access University Private Hospitals Today"

### **Objectives**

* **Awareness:**
  + Increase brand awareness during tax season.
  + Achieve **X million** impressions.
* **Conversion:**
  + Boost policy sign-ups for the Standard Plan and University Hospital Partner Service.
  + Encourage referral program participation among existing customers.

### **Target Audience**

**Primary:** Ages 18-35, income **HKD 400,000+**, seeking tax benefits.

**Secondary:** Ages 36-55, family-oriented, interested in comprehensive coverage and protecting family

### **Digital Marketing Channels and Budget Allocation**

| **Channel** | **Amount (HKD)** | **Details** |
| --- | --- | --- |
| **Google Ads** | 200,000 | Search & Display Ads; ad testing; focus on key messages |
| **Social Media Advertising** | 300,000 | Reels/Short videos; promotion on IG, FB, YouTube |
| **Content Marketing** | 100,000 | Blogs on VHIS benefits and referral programs |
| **Email Marketing** | 100,000 | Emails to leads/customers; promote referrals |
| **Influencer Partnerships** | 150,000 | Affiliate marketing with influencers |
| **Referral Incentive Program** | 150,000 | Coupons for customer referrals |
| **Total** | 1,000,000 |  |

### **Strategies Overview**

* **Google Ads:**
  + Target high-intent keywords related to VHIS and tax savings.
  + Test ad angles (tax savings, coverage, affordability).
* **Social Media Advertising:**
  + Create engaging videos highlighting key messages.
  + Promote referral program via IG, FB, and YouTube.
* **Content Marketing:**
  + Publish blogs on VHIS benefits, tax savings, and coverage.
  + Support referral and affiliate programs with informative content.
* **Email Marketing:**
  + Send personalized emails highlighting tax savings and referrals.
  + Engage existing customers to participate in the referral program.
* **Influencer Partnerships:**
  + Collaborate with finance, health, and lifestyle influencers.
  + Emphasize the partner service with university private hospitals, and leveraging influencers to explain complex details
  + Utilize affiliate marketing with commission-based referrals.
* **Referral Incentive Program:**
  + Offer **HKD 300** coupons to customers for successful referrals.
  + Promote through emails, social media, and in-app notification.

### **Ad Angles for Testing**

1. **Tax Savings:**
   * Save up to **HKD 8,000** on taxes per person. (family)
2. **Comprehensive Coverage:**
   * Protect against pre-existing conditions with no lifetime limits.
3. **Affordability:**
   * Quality health coverage at competitive premiums.
4. **Urgency:**
   * Last chance to save before **31 March** tax deadline.
5. **Convenience:**
   * Easy online enrolment in just 3 steps.
6. **Better Healthcare Support:**
   * **Skip long public hospital wait times**—get treatment at university private hospitals with Bowtie's value-added plan.

### **Success Measurement (KPIs)**

* **Awareness:**
  + **X million** impressions across all channels.
  + Increased brand recognition for both standard and value-added plans.
* **Engagement:**
  + CTR for ads, video views, and social media interactions.
  + Time spent on content explaining the value-added plan.
* **Conversion:**
  + Policy sign-ups, with a focus on the value-added plan.
  + Conversion rates from influencer channels.
* **Referral Metrics:**
  + Participation rates and conversions from the referral program.
  + CPA from influencer partnerships and affiliate marketing.