Blue Shield 65 – Video Case Study

Mariam Aziz

05/25/2012

Professor Mickeal Donald

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The target market with which Blue Shield 65 Plus wanted to communicate are to all medicate beneficiaries who are living by themselves and want to be self-sufficient.

Through their advertisement, cross promotion and direct marketing brochures Blue Shield 65 was trying to communicate that no body knows you but you and you are taken care of by Blue Shield. That they can go to their own doctors appointment when they please and do not have to compromise their schedules.

The desired effect on its audience will be that they will sign for the service and will receive a self-care book. They will then be able to better care for themselves and coordinate their own schedule.

Blue Shield 65 plus should you publications, cross promotions, direct marketing brochures as well as television advertisements.

I believe the best time to communicate with the target audience would be from late morning to early afternoon from 10am -3pm. Since it is the most likely time for elderly to be home and that is when daytime TV is on. Seniors have the tendency of waking up early and starting their day. They also tend to sleep early as well, so late night advertisements would not be best.