



**ANTHEM
CREATIVE STUDIO**

**KEHP 2022
OPEN ENROLLMENT THEME**

May 10, 2021



BACKGROUND/ OBJECTIVES

- Create theme/layout options for two concepts for 2022 KEHP OE materials
- Present color/image options for a new look and feel
- Develop alternatives to replace the “Engage” icon

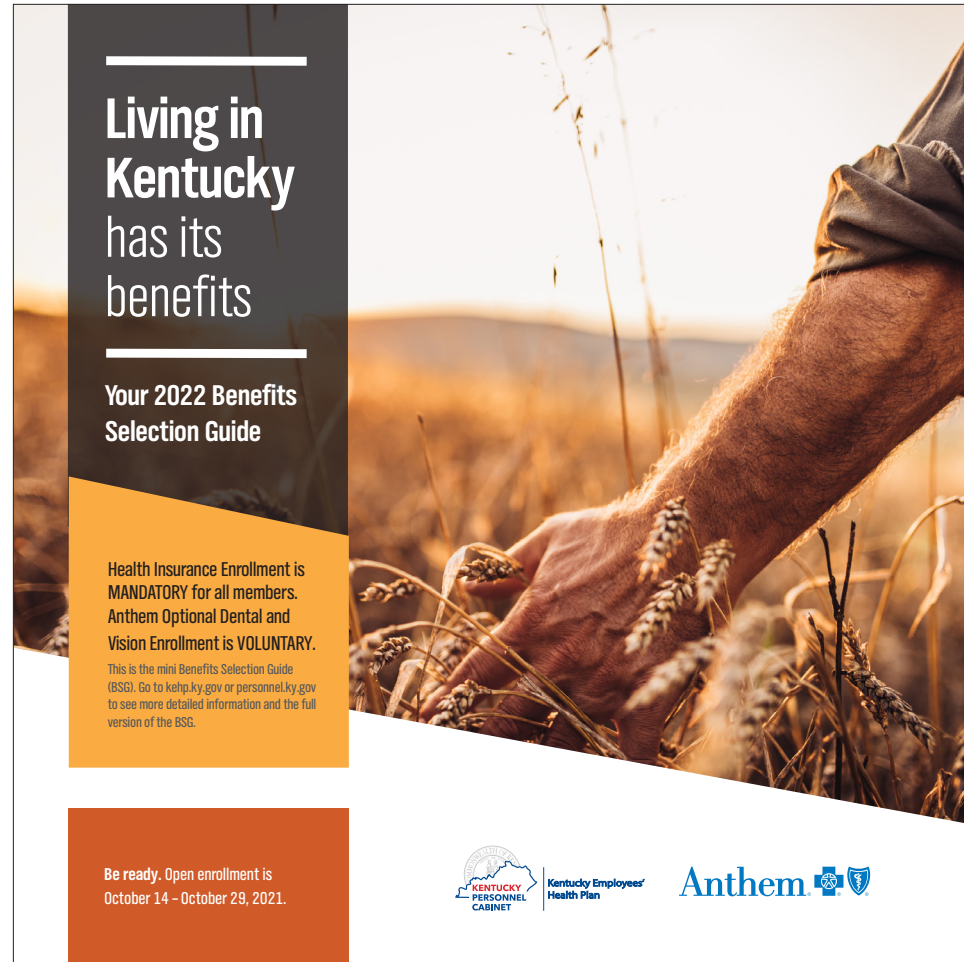
Beauty all around us

From the rolling hills of the Bluegrass to the blue waters of Laurel River Lake, the scenic beauty of Kentucky is undeniable.

This concept celebrates the landscapes that gently beckon members to move, enjoy, and explore.



Beauty all around us Layout execution



Mini Benefits Selection Guide

Purposed Colors

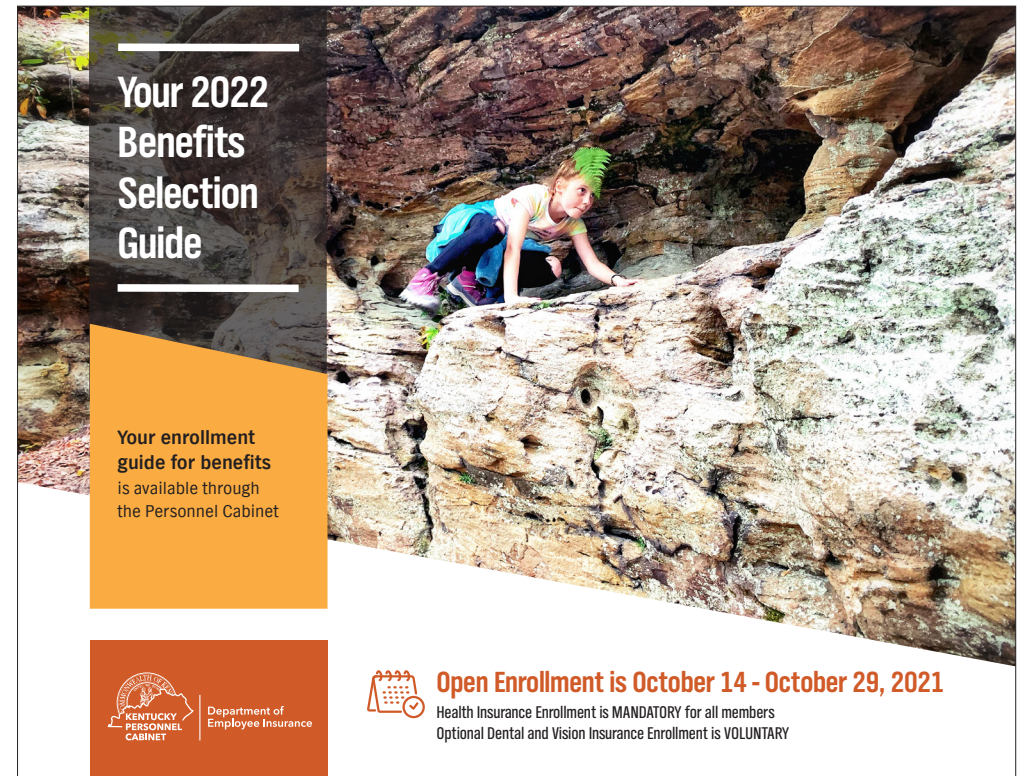


Marigold*



Rust

* Color taken from the Kentucky state flag



Large Benefits Selection Guide

Beauty all around us Imagery library



Beauty all around us Color options recap

2021 Colors



Marigold*



Rust

* Colors taken from the Kentucky state flag

2019



2020



Mind-body connection

Physical and mental health are just like any strong relationship: Each one is needed to support the other.

In this concept, we emphasize the connection between the two – and our connections with others that imbue life with joy and meaning.



Mind-body connection Layout execution



Department of Employee Insurance
Kentucky Personnel Cabinet
Anthem

For the moments that move us

Explore health benefits for your mind and body

Be ready. Open enrollment is October 14 – October 29, 2021.

Health Insurance Enrollment is MANDATORY for all members. Anthem Optional Dental and Vision Enrollment is VOLUNTARY. This is the mini Benefits Selection Guide (BSG). Go to kehp.ky.gov or personnel.ky.gov to see more detailed information and the full version of the BSG.

The layout features a photograph of a man in a green jacket and khaki pants holding the hand of a young girl in a white tutu. A large dark blue circle with a white border contains the main headline and sub-headline. A dark blue footer bar contains the enrollment dates and a small text box with mandatory enrollment information.

Mini Benefits Selection Guide

Purposed Colors



* Color taken from the Kentucky state flag



Department of Employee Insurance
Kentucky Personnel Cabinet

Your 2022 Benefits Selection Guide

Open Enrollment is October 14 - October 29, 2021

Health Insurance Enrollment is MANDATORY for all members. Optional Dental and Vision Insurance Enrollment is VOLUNTARY.

Your enrollment guide for benefits is available through the Personnel Cabinet

The layout features a photograph of a woman with curly hair smiling at a young child in a blue tank top who is holding a yellow flower. A large dark blue circle with a white border contains the main headline. A dark blue footer bar contains the enrollment dates and a small text box with mandatory enrollment information. A dark blue footer bar at the bottom contains the enrollment guide availability information.

Large Benefits Selection Guide

Mind-body connection Imagery library



Mind-body connection Color options recap

2021 Colors



State Blue*



Coral

* Color taken from the Kentucky state flag

2019



2020



Call to action Access+ executions

Variations



2021 Colors



* Color taken from the Kentucky state flag

CTA executions



ACCESS +
Did you know?

Feel safer wherever you go

You have access to <Vendor Name> travel assistance services as part of your life insurance plan. If you have an emergency while traveling, you and your family can have peace of mind knowing you can call for help if you need it. To learn more, visit <URL.com>.



ACCESS +
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Call to action Healthy action executions

Variations



2021 Colors



Marigold*



Rust



State Blue*



Coral

* Color taken from the Kentucky state flag

CTA executions



The graphic features a megaphone icon in the top left corner of a speech bubble shape. The words "Health Action" are written in a white, cursive font inside the speech bubble. The entire graphic is enclosed in a rounded rectangular frame with a thick orange border. A thin orange line extends from the right side of the frame.

Feel safer wherever you go

You have access to <Vendor Name> travel assistance services as part of your life insurance plan. If you have an emergency while traveling, you and your family can have peace of mind knowing you can call for help if you need it. To learn more, visit <URL.com>.



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NEXT STEPS

DEI to return feedback/selections to Anthem

- Choose an option from 1 of the 2 concepts
- Choose an option from 1 of the 2 call to action icons

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Thank you!