



TCA CLIENT SUCCESS STORY

A New Central Content Operation for Brand Storytelling

Elevance Health

CONTENT STRATEGY CHALLENGE

As the company planned to re-brand its parent company from Anthem Inc. to Elevance Health, one of the biggest parts of the initiative was to re-introduce the company to customers and unify their family of brands to reflect a transition from an insurance company to a health company.

Jennifer Hovelsrud was a new hire as a Staff Vice President of Enterprise Content Marketing Strategy. She saw the opportunity to create a new content strategy operation to help tell the company's new brand story more broadly, more efficiently, and in a more effective way. In short: she envisioned customer-centric brand experiences across a number of channels. She saw it as an opportunity to have great content marketing make a meaningful contribution to unifying and differentiating the new brand as not just another huge insurance company, but one ready, willing, and able to do great things for the world.

Her goals were to bring more awareness to other diverse company solutions in disparate markets, but to also provide a more central brand consistency and story across these areas.

However, with every product/service in the organization managing their own marketing and branding strategy, combined with the intricacies, complexities and regulations of different insurance marketplaces in a \$44 billion organization this was no small task.

WORKING WITH TCA

TCA worked hand in hand with Jennifer and her team to create a new roadmap for her vision.

ELEVANCE HEALTH

Formerly known as Anthem Inc. is a for profit health company and the largest licensee of Blue Cross Blue Shield health plans in the United States. As of 2023 the company has more than 46 million customers within their multiple affiliated health plans.



"We had great internal talent, but a short timeline. We knew we needed to extend our team with outside experts who could advise on what's worked best in a multitude of situations. TCA helped us move efficiently, effectively, and gain quick internal credibility. I'm grateful we found them and they also made the work a heck of a lot of fun."

Jennifer Hovelsrud

Staff VP, Enterprise Content Marketing



Together, we created an “audit” or benchmark on the strengths, weaknesses, opportunities that would make up the “business case” of moving forward with a more formal brand-oriented content operation. TCA interviewed more than two dozen leaders within the diverse parts of the business, detailing the current pain points, resistances, and appetite for change with the marketing and brand practitioners. TCA provided recommended team structures, workflows, roles and responsibilities, and a measurement framework for the new content strategy operation.

TCA then leveraged our experience with more than 200 other former clients, and co-created a business plan and roadmap that would work best for the vision and timeline Jennifer planned to present to senior leadership.

THE RESULTS

The results of our efforts enabled Jennifer to have a detailed picture and process for a new “thought leadership strategy” that would connect what the brand said at the highest levels with the actions of each of the business units. This was both a specifically defined charter and operational model for her team as well as a proposed framework for all the creative leadership themes. Together, TCA and Jennifer brought together leaders from around the organization to form an “editorial council” to help bring the thought leadership framework to life and begin to get “buy-in” for accepting the responsibility to centralize this mission.

Today, Jennifer’s brand content team has responsibility for curating, creating, packaging, and making available Elevance-level brand stories, which are then shared and can be utilized by the more niche business units in their markets. Further, the brand content team created the standards, guidelines, and playbooks for how content should be originated by these product teams.



“We all know that just having a content marketing strategy alone will not change perceptions in the marketplace. You have to enable the entire organization to speak consistently and in a way that ensures cohesive storytelling. The key for making this work was not only working with TCA to create a central framework for thought leadership and brand storytelling, but the clear charter and empowerment we were given by senior leadership after making the business case to execute against it.

Content isn’t strategic until the entire business acknowledges that it is.”

Jennifer Hovelsrud
Staff VP, Enterprise
Content Marketing

ARE YOU READY TO UNLOCK YOUR BRAND'S
STRATEGIC CONTENT?

GET BEYOND THE IDEA OF JUST PRODUCING "MORE CONTENT".
TCA HELPS YOU DESIGN PRAGMATIC APPROACHES TO ENTERPRISE CONTENT

EMAIL: INFO@CONTENTADVISORY.NET
OR VISIT: WWW.CONTENTADVISORY.NET