



BILINGUAL COMMUNICATIONS CASE STUDY

Dental Open Enrollment: Engaging with the U.S. Hispanic Community during Open Enrollment 2019

The Objectives

The 2019 media campaign for Guardian Life Dental Insurance aimed to enhance brand visibility among national and regional Spanish-speaking communities during the Open Enrollment period, fostering increased awareness for its dental plan options.

The Work

EvClay PR translated medical copy, drafted bylines and press releases to secure media opportunities for Guardian Life Dental Insurance and its dental experts. The team vetted influencers and collaborated with Spanish-speaking financial literacy expert Alexandra Ramirez and Hispanic media personalities to promote enrollment in Guardian Dental Insurance.

Final Results

In November and December of 2019, the team secured nine pieces of bilingual media coverage. The press addressed topics such as preventative dental care, the cost-saving benefits of dental insurance and holiday dental tips, aligning with the special dental coverage promotion during Dental Open Enrollment. The media coverage extended across platforms including Instagram, Facebook, X (formerly Twitter), LinkedIn, and various digital outlets such as PBS All Health Channel and Diario de las Americas.