

DRIVING ENGAGEMENT WITH BRAND STORYTELLING



Overview

Blue Cross NC launched "Faces of COVID-19," a storytelling campaign spotlighting real North Carolinians affected by the pandemic. Through personal narratives and authentic imagery, the campaign strengthened community connection and drove record engagement.

STRATEGY

Personal Stories

Lead with personal stories, featuring diverse voices across NC. Embrace long-form storytelling to deepen emotional connection.

Community

Highlight community partnerships and statewide impact highlighting Blue Cross NC's role naturally, through their voice or unique perspective.

Authenticity

Authentic images of real members helped audiences see themselves reflected in the story.

CHALLENGE

During a time of information overload and uncertainty, audiences needed transparency and humanity—not traditional corporate messaging. Blue Cross NC sought to rebuild trust, highlight real experiences, and direct people to helpful resources.

RESULT

Increased Engagement

Achieved record engagement ranging from 5-11%, well above the 2-3% industry average.

National Recognition

The campaign earned Modern Healthcare's Gold Award, honoring industry-leading marketing efforts that improve awareness, access, and health outcomes. It positioned the Point of Blue blog as a major hub for members and community resources.

Sentiment Shift

Commenters expressed gratitude, connection, and trust—signaling strong emotional resonance and positive brand perception.

CONCLUSION

This campaign proved that brand storytelling—when grounded in real human experiences—can outperform traditional tactics, and drive meaningful engagement even in the most challenging circumstances.

It also inspired a new chapter in their social strategy—an always-on, storytelling-first approach that continues to raise brand relevance, strengthen community connection, and support the enterprise with meaningful, mission-driven content.



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