

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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