

NEWS RELEASE

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Chamber Earns a First Place TCCE Media Award

LUBBOCK, Texas – After earning an Award for Communication Excellence by the Association of Chamber of Commerce Executives last week, the Lubbock Chamber of Commerce earned a first place Texas Chambers of Commerce Executives (TCCE) Media Award in the Marketing Campaigns category.

The TCCE Media Awards are given in recognition of excellence in specific categories. The Chamber was honored in the campaigns category for its Health Connect and Private Exchange Implementation.

“This is another great recognition for the Chamber and its marketing campaign efforts,” said Chamber Chairman Jay Jacobus. “We are honored to receive these two awards this year for the marketing efforts of the Health Connect and Private Exchange Implementation.”

The Lubbock Chamber of Commerce in conjunction with partner FirstCare Health Plans conducted an 11-week campaign to promote the new Health Connect and Private Exchange for renewing members of the Chamber Employer Health Plan. The new FirstCare Health Connect portal gave businesses access to 10 new plans, as well as eight existing plans for currently enrolled groups.

During the 11-weeks of promoting the open enrollment period for existing Chamber Employer Health Plan members, the Chamber and FirstCare Health Plans implemented several avenues for marketing and promoting this effort. A successful mix of advertising channels included: social media, print, digital and radio, as well as brand awareness achieved through billboards, bus wrap and introduction of an Enrollment Center. There were advertisements in the local paper and on local radio stations as well as Pandora; weekly inserts in the Wall Street Journal, Google Paid Search, Facebook boosted posts and the *Lubbock Avalanche-Journal's* LubbockOnline.com, along with weekly posts on Chamber social media outlets as well as in weekly and monthly Chamber communications. Earned media included a news conference, stories by the local paper and local television stations as well as Chamber and FirstCare staff doing interviews on local radio stations. FirstCare flyers and promotional items were handed out at over 30 Chamber events during the 11 weeks.



The Lubbock Chamber of Commerce represents over 2,000 businesses and 73,000 employees on the South Plains with \$900 million in economic impact to West Texas. The Chamber has twice earned the distinguished 5-Star Accreditation from the U.S. Chamber of Commerce and is a two-time Chamber of the Year recognized by the Association of Chamber of Commerce Executives.

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