

NEWS RELEASE

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Chamber Receives ACCE Award for Communication Excellence

LUBBOCK, Texas – The Lubbock Chamber of Commerce received an Award of Excellence from the Association of Chamber of Commerce Executives 2015 Awards for Communication Excellence (ACE).

The ACE awards recognize outstanding communications efforts by chambers of commerce. The Chamber was honored in the campaigns category for its Health Connect and Private Exchange Implementation.

“We are honored to receive this award and it can be added to the Chamber’s list of accomplishments,” said Chamber Chairman Jay Jacobus. “It is a great recognition for the Chamber.”

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.



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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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