

enGen enRoll concepts

03.10.2026

the upfront

the ask

Develop a multi-channel campaign to raise awareness and generate marketing qualified leads for the newly launched enGen enRoll product. This campaign should emphasize the urgency and value of enRoll for small-to-midsize health plans, driving prospects to learn more and convert.

the strategy

Target Audience

Small-to-midsize health plans ($\leq 500k$ members) with an emphasis on integrated delivery networks and payviders struggling with manual enrollment processes, data quality challenges, and high costs from existing solutions. These organizations often have limited IT resources.

Barrier to Overcome

Current enrollment data management processes for health plans are manual, costly, time-consuming, and prone to errors. Existing alternative solutions like basic tools or clearinghouses are often inefficient, resulting in dirty data and operational inefficiencies.

Measurable Goals

Drive brand awareness through urgent, memorable messaging and insights. Deliver marketing qualified leads via the enroll landing page and Contact Us forms, with CTAs tailored to inspire actions like free assessments, demos, or meetings.

additional background

- This campaign includes deliverables from two distinct briefs: a Promotional Brief for awareness-driven content, and a Foundational Brief for information-driven content. The creative concepts presented here are primarily for promotional deliverables, though the overarching goal is a cohesive campaign across both briefs.
 - Multi-channel campaign will direct prospects to the enRoll landing page.
 - BX pod is working on an enRoll x IBM co-branding strategy that will be utilized in this campaign.
 - Campaign runs 6/1/26 (or earlier) through 10/1/26 to align with key enrollment periods
 - We have \$5-8k for production (if needed).
- The tone should be:**
- **educational and urgent**, alarming prospects about hidden costs.
 - **obvious**, making enRoll's value a "no brainer."
 - **confident**, leveraging IBM's reputation and enGen's expertise.

tentative media channels

- Max Tier plan (\$250k): Online Video, Display, Native Display and Paid Search
- Mid Tier plan (\$100k): Online Video, Display, Native Display and Paid Search
- Min Tier plan (\$50k): Display and Paid Search

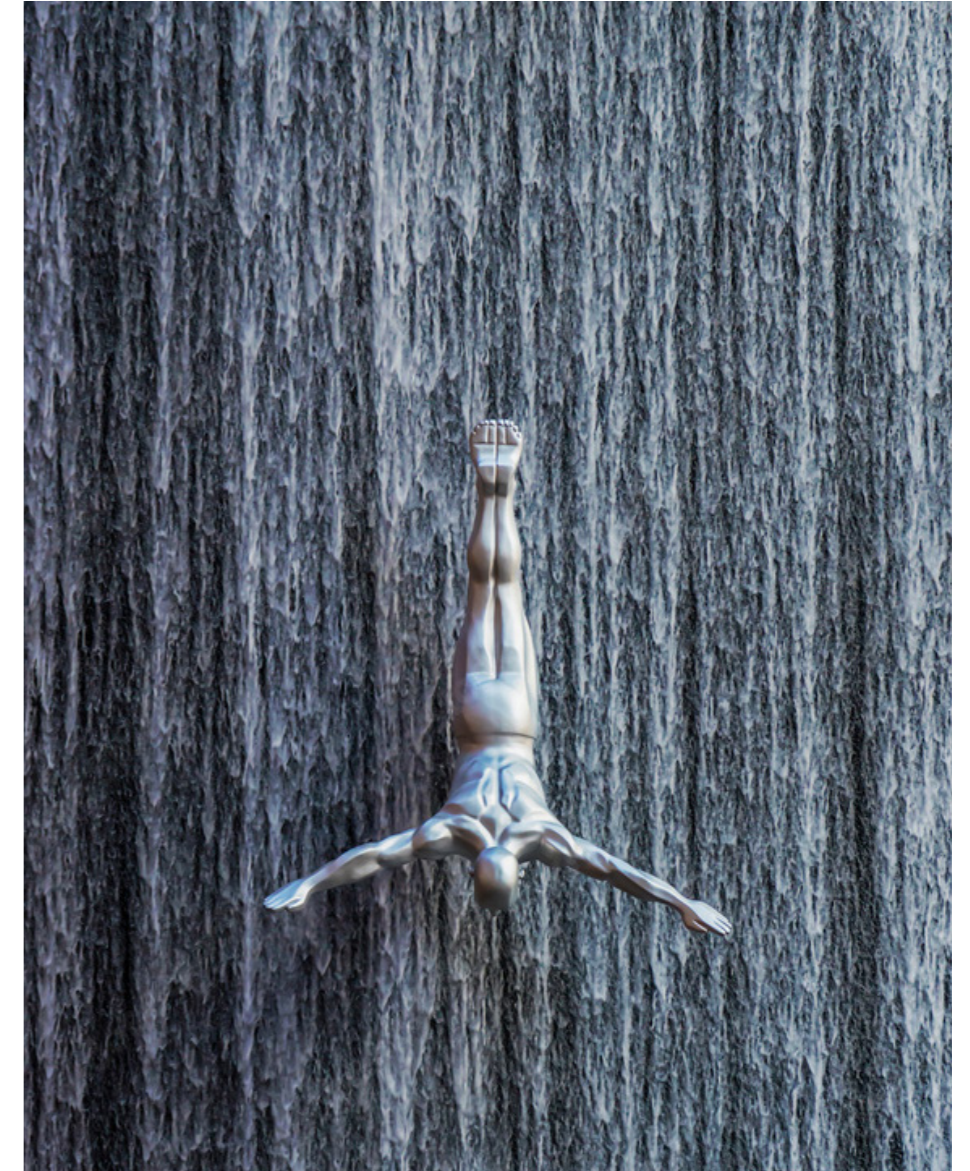
single most persuasive point

Make all of your core operations more efficient by preventing enrollment data chaos. Fix data in minutes—not months—prevent downstream errors, and make sure your members have seamless access to their benefits while you save millions in hidden operational drag.

concept 01: Efficiency unlocked

Efficiency isn't just speed. It's precision in eliminating hidden costs, preventing downstream rework, and delivering benefits to members on time. With clean enrollment data at the source, enRoll turns accuracy into measurable operational performance.

mood board – Efficiency unlocked



example 01 – Efficiency unlocked

Reasoning:

This concept works because it links eliminating errors upstream to real savings and operational relief in a way leaders immediately understand.

Headline/subhead:

Whoosh. Forward.

Drive more efficient core ops with clean enrollment data.



example 02 – Efficiency unlocked

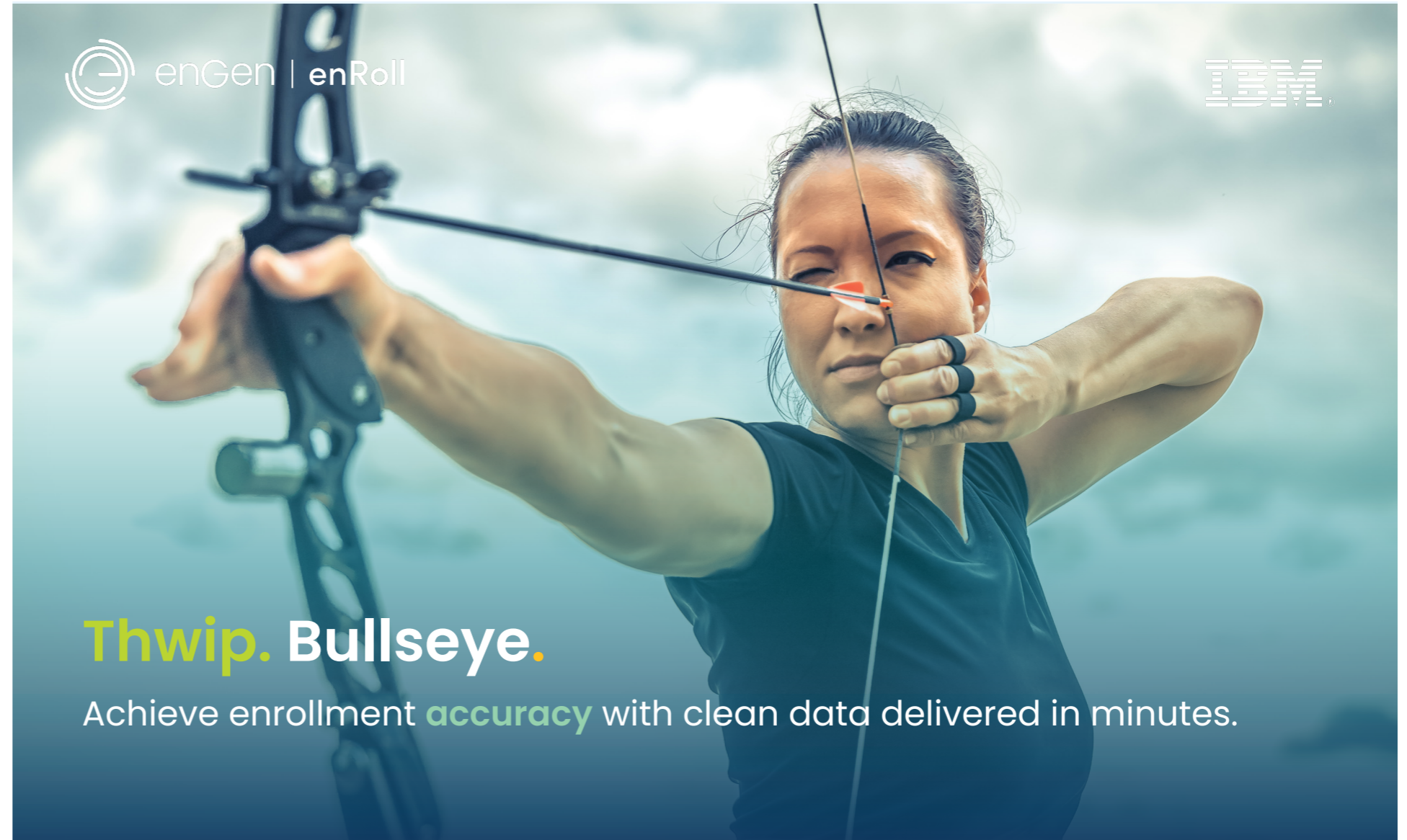
Reasoning:

This concept works because it links eliminating errors upstream to real savings and operational relief in a way leaders immediately understand.

Headline/subhead:

Thwip. Bullseye.

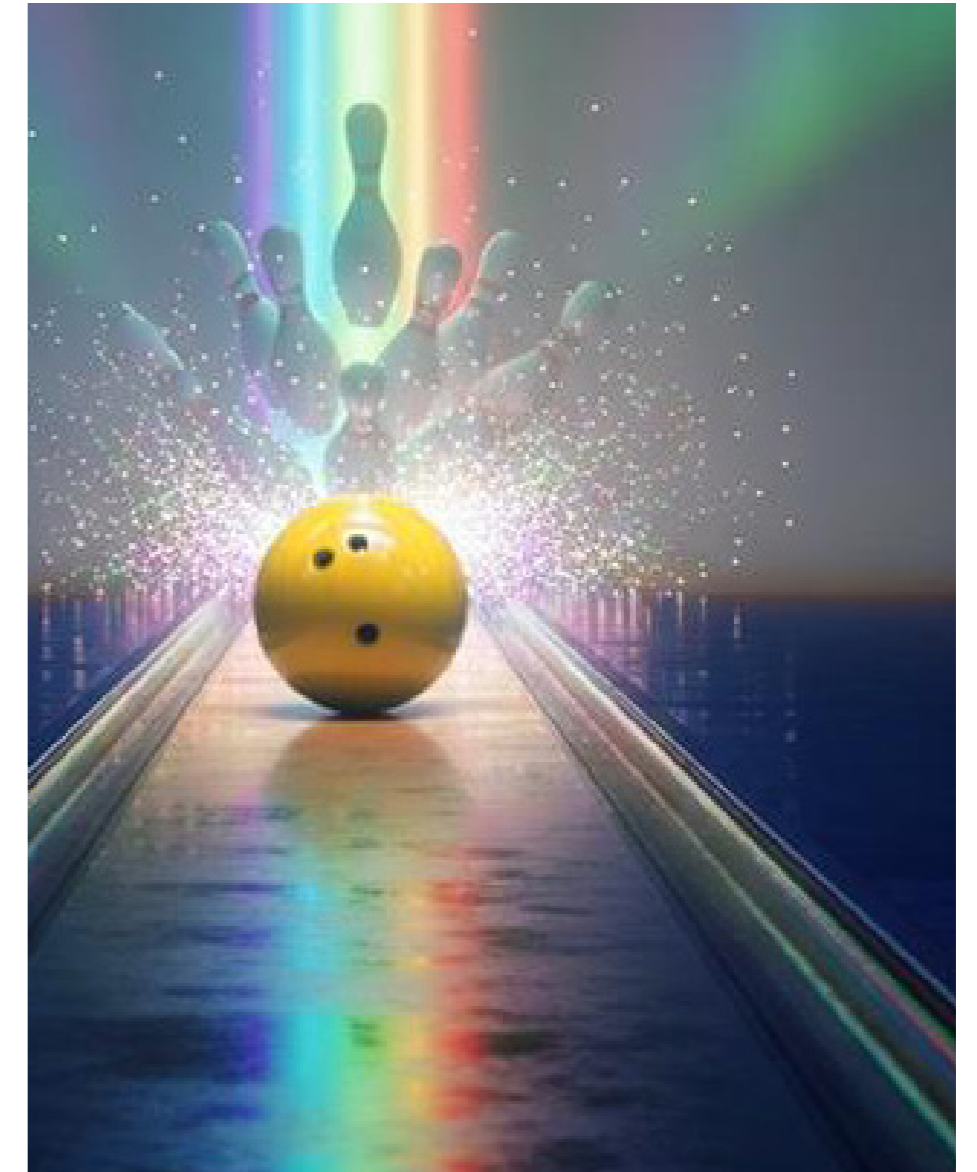
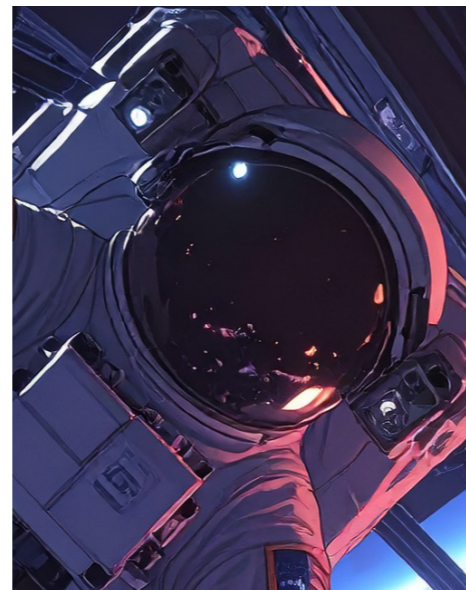
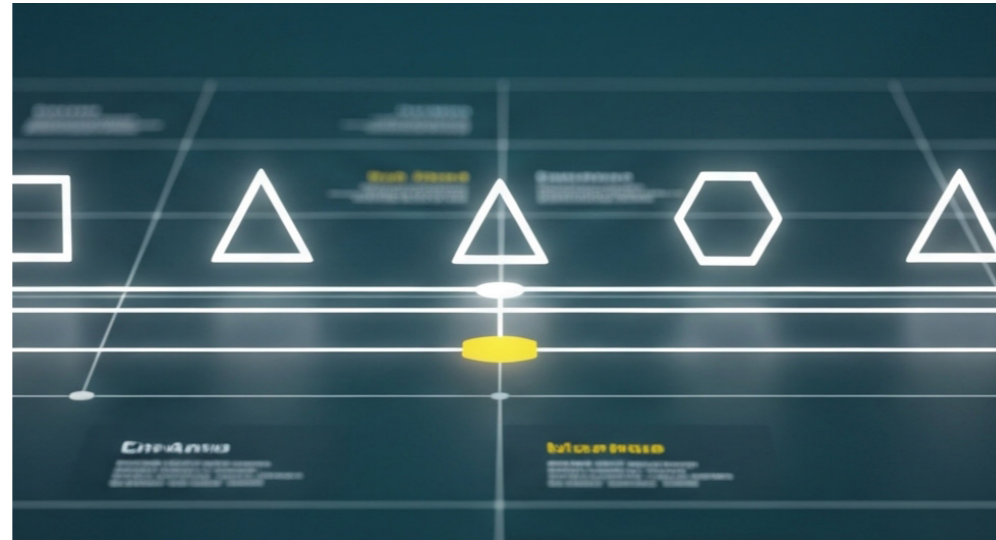
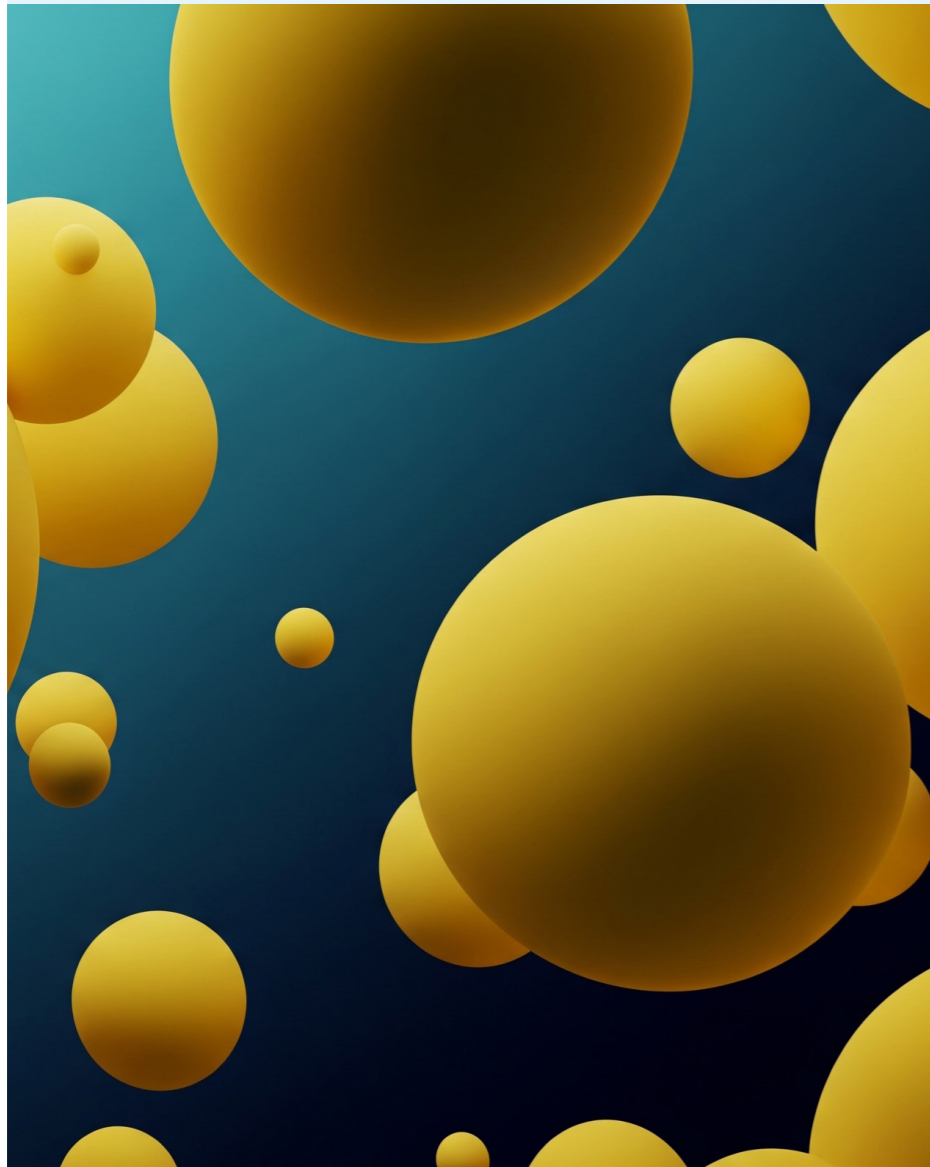
Achieve enrollment accuracy with clean data delivered in minutes.



concept 02: Built for momentum

Momentum isn't created by moving faster. It's built by removing what slows you down. enRoll is built for momentum, eliminating enrollment errors at the source so accuracy holds, teams stay in motion, and growth doesn't create drag. It delivers immediate progress today while setting the pace for what's to come next in the Modulus suite.

mood board – Built for momentum



Option A: example 01 – Built for momentum

Reasoning:

This concept works because it positions enRoll as the first step in enrollment, creating momentum through clean data today while establishing the foundation future products build on.

Headline/subhead:

Turn messy data into unstoppable momentum.

Achieve clean data in minutes with enRoll.

enGen | enRoll

IBM

Turn messy data into
unstoppable momentum.

Achieve **clean data** in minutes with enRoll.

Option A: example 02 – Built for momentum

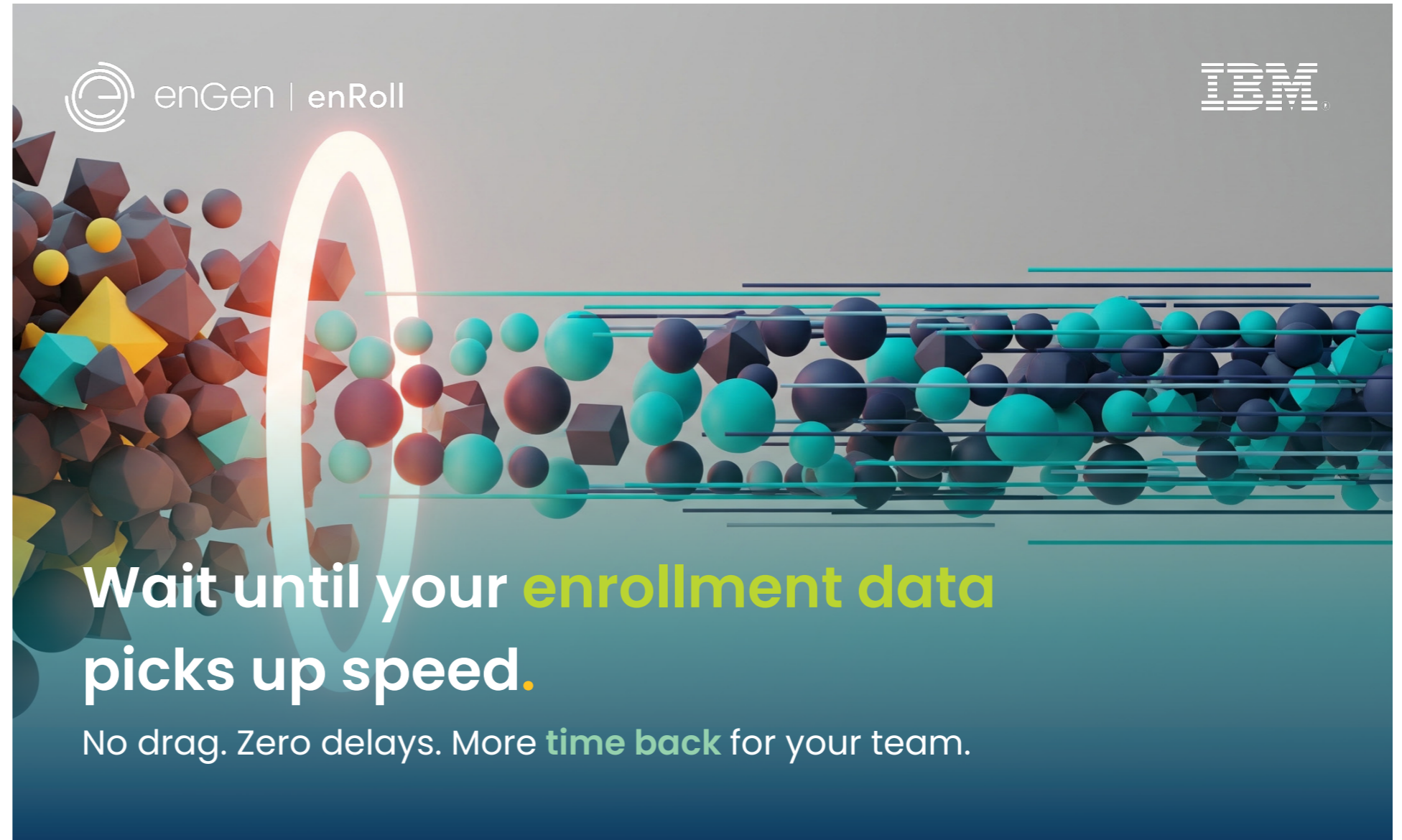
Reasoning:

This concept works because it positions enRoll as the first step in enrollment, creating momentum through clean data today while establishing the foundation future products build on.

Headline/subhead:

Wait until your enrollment data picks up speed.

No drag. Zero delays. More time back for your team.

The graphic features a central glowing white ring with a blue and yellow gradient. To the left, there's a cluster of dark brown and yellow geometric shapes (cubes, spheres, pyramids). To the right, there's a cluster of teal and dark blue spheres and cubes. Horizontal teal lines of varying lengths extend from the right side across the scene. The background is a gradient from light grey at the top to dark blue at the bottom. In the top left, the enGen | enRoll logo is visible. In the top right, the IBM logo is visible. The main headline is 'Wait until your enrollment data picks up speed.' with 'enrollment data' in yellow. Below it is the sub-headline 'No drag. Zero delays. More time back for your team.' with 'time back' in green.

enGen | enRoll

IBM

Wait until your **enrollment data** picks up speed.

No drag. Zero delays. More **time back** for your team.

Option B: example 01 – Built for momentum

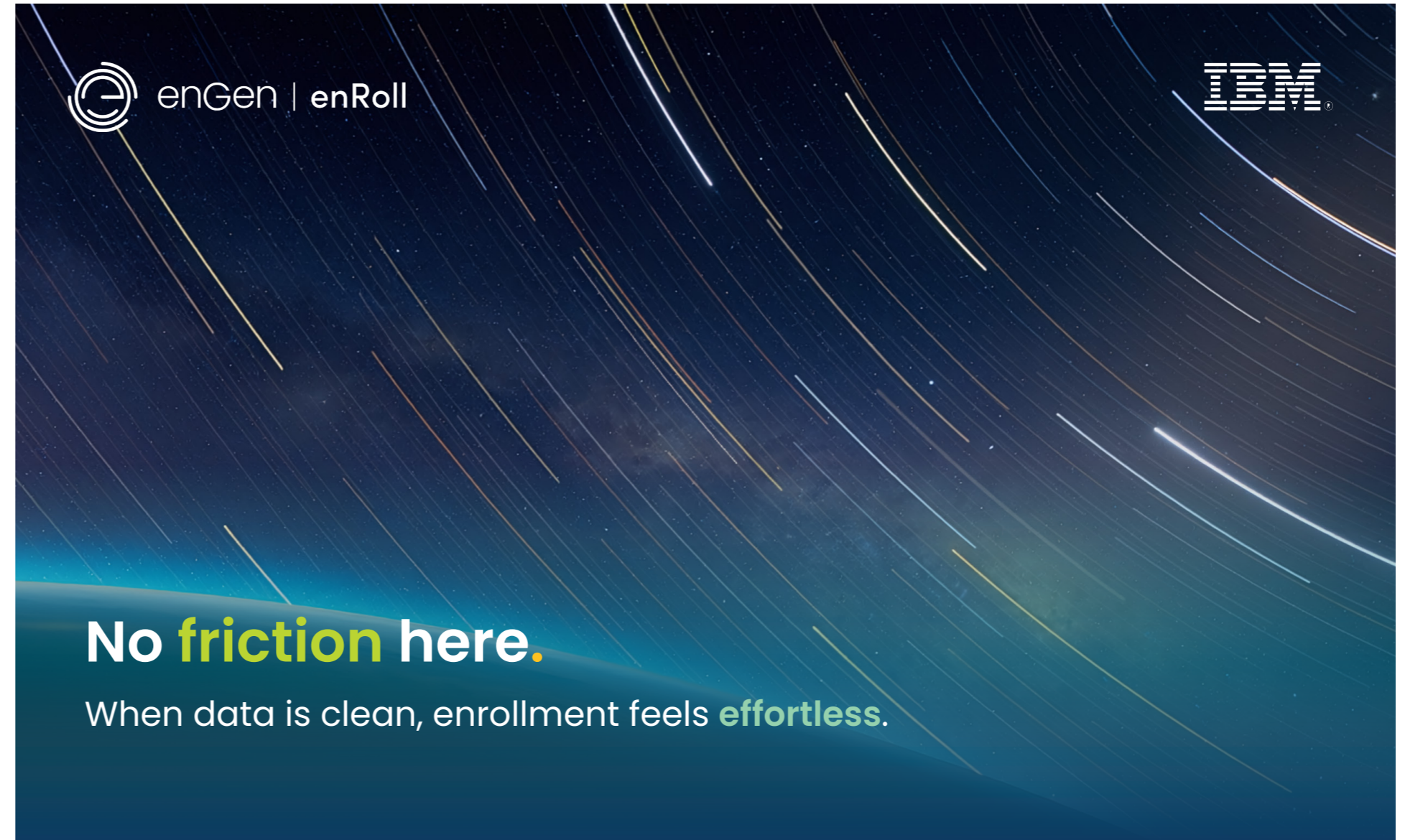
Reasoning:

This concept works because it positions enRoll as the first step in enrollment, creating momentum through clean data today while establishing the foundation future products build on.

Headline/subhead:

No friction here.

When data is clean, enrollment feels effortless.



Option B: example 02 – Built for momentum

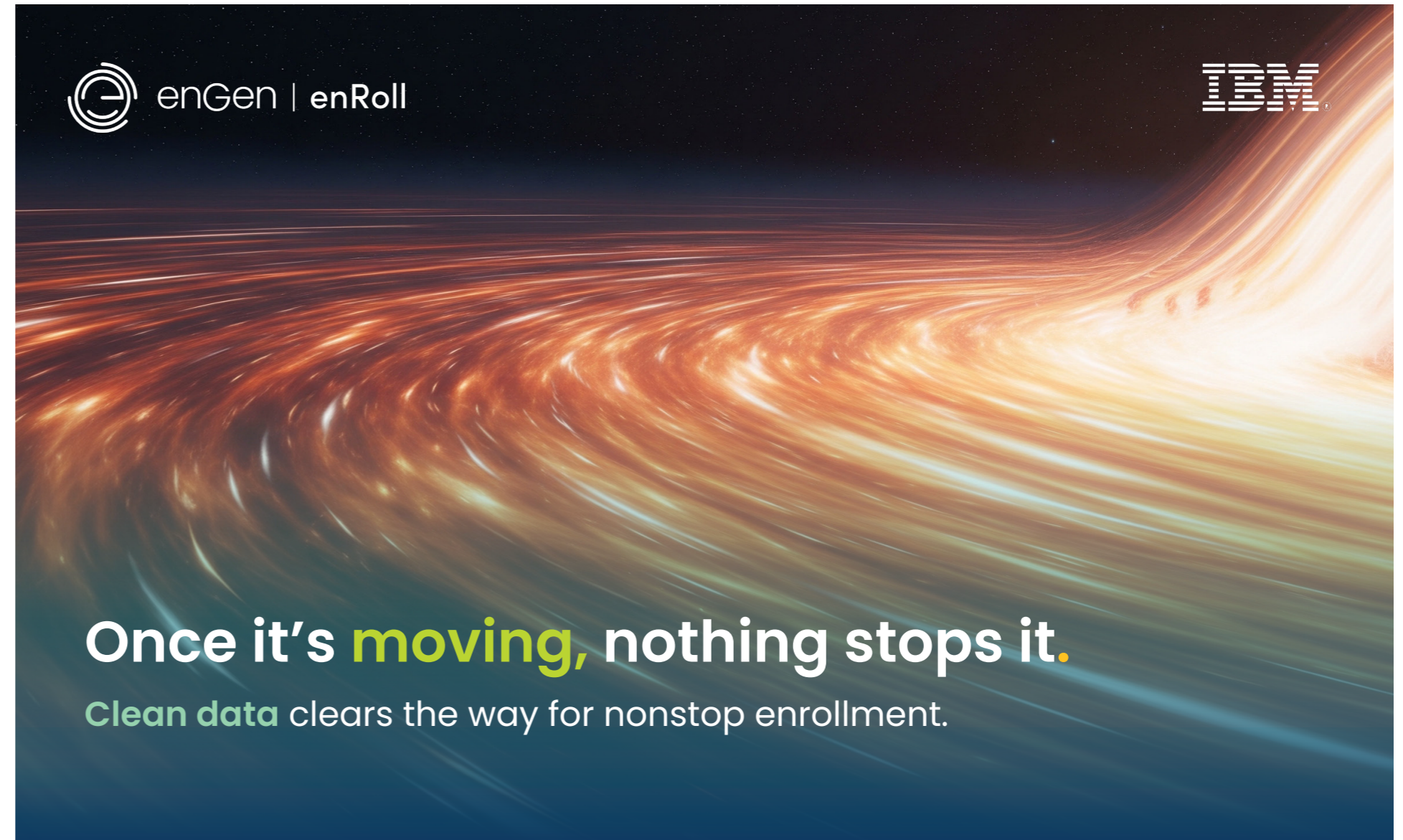
Reasoning:

This concept works because it positions enRoll as the first step in enrollment, creating momentum through clean data today while establishing the foundation future products build on.

Headline/subhead:

Once it's moving, nothing stops it.

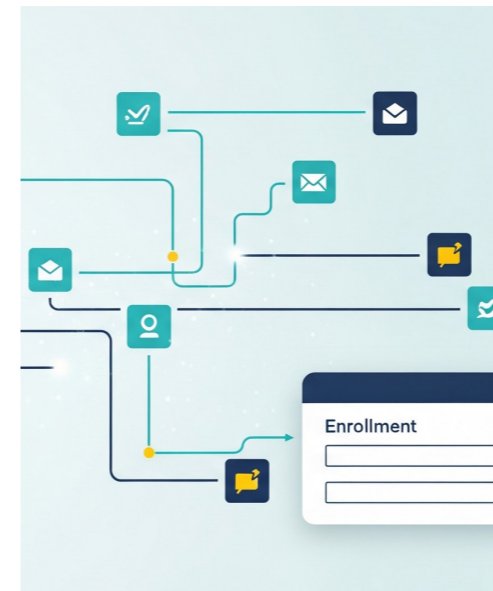
Clean data clears the way for nonstop enrollment.



concept 03: Clean by design

Enrollment chaos often starts with dirty data. enRoll revolves those issues upstream, transforming messy enrollment files into clean, validated data that keeps core operations efficient and coverage uninterrupted.

mood board - Clean by design



example 01 – Clean by design

Reasoning:

This concept works because highlights the impact of resolving enrollment issues upstream before they create downstream disruption.

Headline/subhead:

Clean data. Clear path forward.

Resolve errors upstream so enrollment stays on track.



example 02 – Clean by design

Reasoning:

This concept works because highlights the impact of resolving enrollment issues upstream before they create downstream disruption.

Headline:

Goodbye dirty data. Hello smooth enrollment.

Achieve clean data in minutes — not months — with enRoll.

enGen | enRoll

IBM

Goodbye dirty data.
Hello smooth enrollment.

Achieve clean data in minutes — not months — with enRoll.

summary

Efficiency unlocked



Built for momentum



Clean by design

