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**Marketing collateral: sales resources**

Next, we produced materials that would sell the benefits of the plan and reflect its new brand essence. We obtained rights to use images of a local painter's work, supplemented by images of regional flowers to help breathe life into collateral pieces. [View detail](#)

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In just two years, the integrated campaign that Wallrich developed for Western Health Advantage (WHA) delivered 31,000 new customers to the health insurance plan. The community-based not-for-profit was created by local health care providers to deliver coverage in a managed care environment without sacrificing service and quality. Yet after ten years of service, Western Health Advantage was relatively unknown. Wallrich helped convince WHA that an overhaul of their brand identity and marketing strategy was in order. The result? In just two years, WHA's members increased from 56,000 to 87,000 — a 55 percent growth in membership. Read on for details about the design and marketing efforts that transformed WHA's sales.

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