

Group & Individual Marketing News Bulletin



South Carolina

*BlueCross BlueShield of South Carolina
is an independent licensee of the
Blue Cross and Blue Shield Association*



ARCHIVES

You may access marketing bulletins from 2001 to present in the "I Am An Agent" portion of our Web site, www.SouthCarolinaBlues.com.

NEW ADDRESS?

If your contact information changes, including e-mail address or fax number, please e-mail us your updated information to grpandindv@bcbsc.com.

ORDER SUPPLIES

To order BlueCross supplies on COIN, visit our Web site at www.SouthCarolinaBlues.com, and select *I Am An Agent*. Then, select "Order Supplies" under *Resources*.

QUESTIONS?

Contact your marketing representative if you have questions at 1-800-288-2227 ext. 42328.

August 4, 2008

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Announcing New Agent Advertising Incentive

Top producing agents across the state can now earn three months of BlueCross-sponsored advertising

We are excited to announce a new Agent Advertising Incentive Program! At the end of each quarter, we will announce a top producing agent in each of three product lines (Under 65, Over 65 and Small Group) in six regions across the state. Winning agents will receive three months of BlueCross-sponsored advertising within their regions. A map detailing each region is attached. The three-month advertising period begins one month after the end of each quarter.

Agents will be able to select one of four advertising options:

1. *Ultimate Exposure Package*

A BlueCross-designed ad with agent's name and contact information will appear in several local newspapers across his or her region throughout the three-month period. Winning agents will receive a list of all newspapers in which their ads will appear.

2. *World Wide Web Package*

A BlueCross-designed ad with agent's name and contact information will appear as an ad on a local newspaper's Web site. If the winning agent has a Web site, ad will have a "click through" to the agent's site. Winning agents will receive a list of available Web sites.

3. *Local Exposure Package*

A BlueCross-designed ad with agent's name and contact information will appear in a single local newspaper throughout the three-month period. Winning agent will be provided with a list of local newspaper advertising options from which to pick.

4. Build Your Own Ad

Winning agent will design his or her own ad according to BlueCross guidelines. Agent is also responsible for placing ad in newspaper. BlueCross will directly pay newspaper up to \$2,000 for cost of placing ad.

We will also send a mid-quarter update listing the top three agents in each product line in each region.

Good Luck!

Winners for April 1 – June 30, 2008 are:

Small Group

REGION

A	ROBERT	GRAVLEY
B	SANDY	NEWTON
C	LAUREL	SUGGS
D	SANDRA	BOCKLEY
E	BUBBA	COLLINS
F	ANTHONY	FARGNOLI

Individual Under 65

REGION

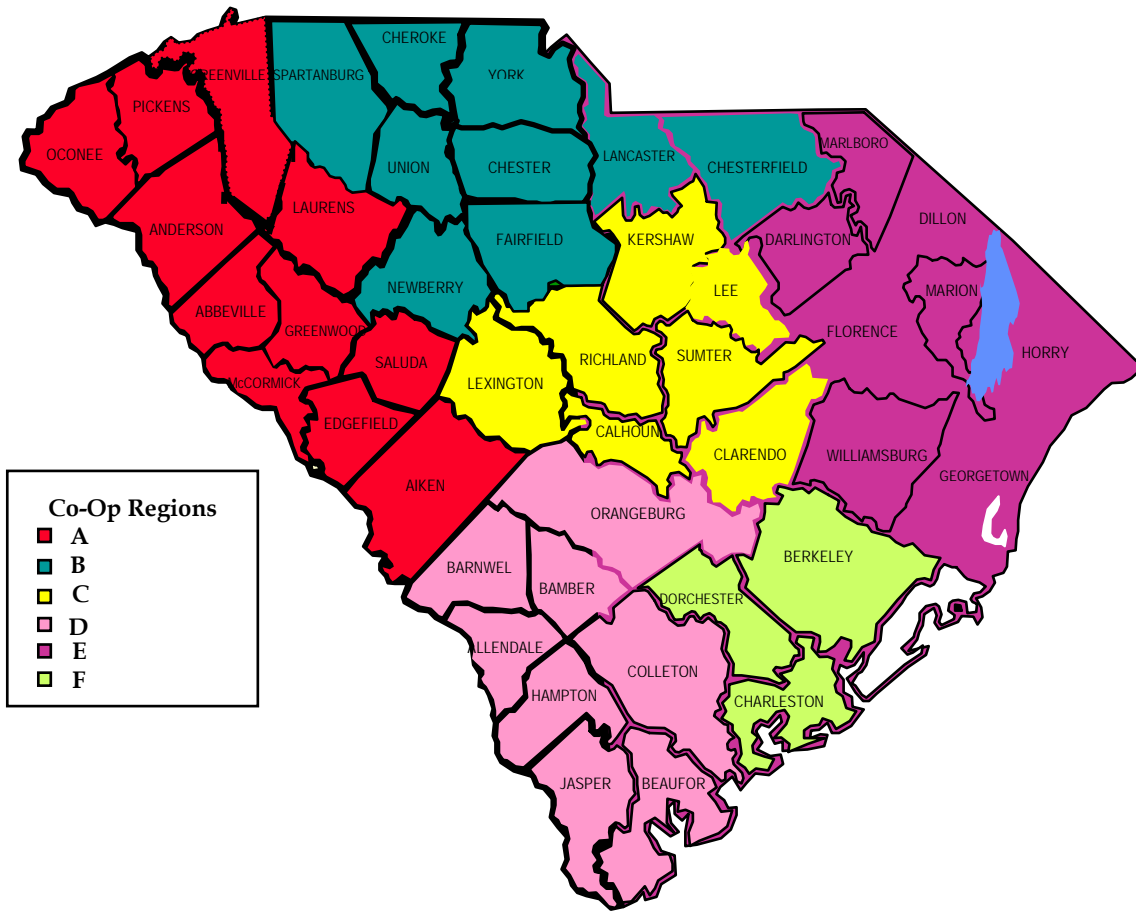
A	BEN	HOWELL
B	BILL	PACE
C	DAVID	GREENHALGH
D	JESSICA	WEAVER
E	BUBBA	COLLINS
F	ELIZABETH	CAVANAUGH

Over 65

REGION

A	MICHAEL	KENT
B	BILL	PACE
C	CYNTHIA	STEWART
D	JOHN	MYRICK
E	BUBBA	COLLINS
F	DONALD	JONES

We will contact winners shortly.



2008 – 2009 Co-op advertising dates.

Stage 1 3 Months in Review	Stage 2 Preparation Period	Stage 3 3 Months Advertising
April 1 - June 30, 2008	July 1 - 31, 2008	August - October 2008
July 1 - September 30, 2008	October 1 - 31, 2008	November 2008 - January 2009
October 1 - December 31, 2008	January 1 - 30, 2009	February - April 2009
January 1 - March 31, 2009	April 1 - 30, 2009	May - July 2009
April 1 - June 30, 2009	July 1 - 31, 2009	August - October 2009
July 1 - September 30, 2009	October 1 - 31, 2009	November 2009 - January 2010