

HCF USES CUSTOMER INSIGHTS FOR HEALTH TABLET PROMOTION

Sydney, 24 June 2016 – HCF, Australia’s largest not-for-profit health fund, is strengthening its customer marketing activity with a new insight-driven promotion, offering a free Lenovo [HCF Health Tablet](#) to all new members who join up until 9 July 2016.

The tablets are pre-loaded with HCF content, including the health fund’s new suite of health and lifestyle apps, to help members reach their health and fitness goals through easily accessible information.

The promotion follows HCF’s recent brand refresh and launch of the ‘Health Is’ campaign in May 2016.

Through qualitative research it was revealed that many customers highly valued quick and easy access to tools which assisted them in managing their health.

HCF saw the opportunity and used these customer insights to underpin their major customer offer for the year, with the Lenovo tablet promotion.

Jenny Williams, Chief Marketing Officer at HCF, says: “Our focus groups allowed us to listen to our customers and gave us genuine feedback and insights into what today’s private health insurance customer is looking for. Rather than being a standard gift-with-purchase giveaway, this promotion is insight-driven, giving consumers what they want and a way to get more from their membership.”

The tablet promotion is available to all new members signing up for Hospital and Extras cover with HCF, and will be supported by TV, digital and OOH creative as part of the ‘Health Is’ marketing campaign.

HCF’s suite of healthy apps are free to download for all Australians, and are available <https://www.hcf.com.au/members/manage-your-health/hcf-apps>. The suite includes a *Get Fitter* app, offering advice and tailored exercise plans, a *Be Happier* app, including tools to improve mental and emotional wellbeing, and a *Quit Smoking* app to help smokers stay focused on their smoke-free goals. Additionally, all tablets will be loaded with HCF’s *Fit & Well* magazine app, to deliver the latest health news and nutrition tips, and *My Membership* app, which enables customers to claim for extras, check remaining limits and update details online.

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Agencies: Customer Experience Design, Communications & Digital – Analog Folk; Customer research –Deloitte; PR – WE Buchan.

To see the new HCF Health Tablet TVC click [here](#).

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About HCF

HCF is Australia's largest non - profit health insurer, currently covering more than 1.5 million Australians. To learn more about HCF go to hcf.com.au/about-us

About Lenovo

Lenovo (HKSE: 992) (ADR: LNVGY) is a \$46 billion global Fortune 500 company and a leader in providing innovative consumer, commercial and enterprise technology. Our portfolio of high-quality, secure products and services covers PCs (including the legendary Think and multimode Yoga brands), workstations, servers, storage, smart TVs and a family of mobile products like smartphones (including the Motorola brand), tablets and apps. Join us on [LinkedIn](#), follow us on [Facebook](#) or Twitter ([@Lenovo ANZ](#)) or visit us at <http://www3.lenovo.com/au/en>.