Campaign architecture

A quick glance at how to properly leverage the Optum campaign.

The Optum business campaign should be used in all paid media. You can work directly with the brand team to gain guidance to the application of and approvals for both media and creative executions.

Segment hero ads

Use inside of business segments | You may change the color of the diamond to one of the other approved colors |
You have flexibility to use supporting body copy as is, finesse per direction/intent of 3.0 from the Tool Kit document or, flog all together. Please contact the Brand team if you desire another image to support the headline.

Segment Tool Kits

(Use within or across segments as needed. Body copy can be developed to flesh out the concept.)
Optum voice:
Smart, human, bold without being brash, and above all, conversational. It is never stiff or cold.

Headlines:
Each headline should come across like a philosophy or truth about health that Optum believes in. A quick test is if you silently add the phrase “At Optum we believe…” in front of the headline. Additionally, there should be some kind of benefit to the audience who would read that headline. It can’t simply be a philosophy/“fortune cookie statement”, independent of a health benefit.

Access instructions:
2. Working files: available via segment-assigned IMs on the MSO team.
3. Questions about the application/usage of the guidelines: please see your assigned MSO Creative Director or Brand contact.

*Usage reminder:
The campaign should be reserved for limited use — the majority of marketing materials and communications should follow our core brand guidelines. Times when it’s simply NOT appropriate or practical to use the campaign elements include: communications and marketing materials with a lot of information, graphics and copy, including advertorials, sales sheets, product marketing brochures, infographics or white papers.

Two elements of the campaign can be used independently of other campaign elements in order to drive a connection with the overall Optum story:

1. The four capability words (People*Technology*Data*Action)
2. The “Who we are” sentence “As a health services and innovation company, Optum powers modern health care by combining data and analytics with technology and expertise.”