

WPS and its marketing agency win 11 advertising awards

Local program showcases branding initiative at WPS and its subsidiaries

MADISON, Wis.—March 8, 2016—WPS Health Solutions and its agency, Rippe Keane Marketing, won 11 awards at the American Advertising Federation’s annual ADDY Awards ceremony for the Madison chapter.

The awards feature a new branding strategy unveiled in 2015, as well as a WPS Medicare Supplement commercial for television and in-theater audiences.

“This is unprecedented for WPS Health Solutions and unusual for one company to win so many awards,” said Ellen Foley, Senior Vice President of Corporate Communications at WPS. “One video, for EPIC Specialty Benefits, won three awards, proving that the quality of work is solidly at the top of the local market.”

The awards, which were presented on Feb. 27, recognize the work of Scott Rippe and the team at Rippe Keane Marketing, as well as the WPS multimedia team and writing/editing group, both led by Stephanie Tervort.

The gold-winning entries now advance to regional competition.

Here are the awards won by WPS in conjunction with Rippe Keane Marketing:

GOLD: EPIC Specialty Benefits Brand Story Video (video editing category)

GOLD: EPIC Specialty Benefits Brand Story Video (copywriting category)

GOLD: WPS Medicare Supplement spot (cinema category)

SILVER: WPS Brand Introduction Video (voiceover category)

SILVER: Arise Health Plan Brand Video (voiceover category)

SILVER: Arise Health Plan Brand Video (copywriting category)

SILVER: Arise Health Plan Brand Story Video (video, branded content/entertainment, non-broadcast category)

SILVER: WPS Medicare Supplement spot (video editing category)

SILVER: WPS Medicare Supplement spot (regional television category)

SILVER: WPS Health Insurance Brand Video (copywriting category)

SILVER: EPIC Specialty Benefits Brand Story Video (video, branded content/entertainment, non-broadcast category)

More about the branding program at WPS Health Solutions:

WPS unveiled a major branding project in 2015 to focus on the distinctive characteristics of the company's various lines of business. For years, the company was commonly known as WPS Health Insurance, but that doesn't fully describe its diverse portfolio of products and services.

The company's new parent brand is WPS Health Solutions. It serves as the umbrella for five other brands that directly serve customers.

They are:

- WPS Health Insurance
- Arise Health Plan
- WPS Military and Veterans Health (formerly known as the TRICARE Division)
- WPS Government Health Administrators (formerly known as the Medicare Division)
- EPIC Specialty Benefits (formerly known as The EPIC Life Insurance Company)

Following extensive research and analysis, attributes were selected to describe each of the brands. These attributes serve as the road map to help our employees focus on providing the best possible service to our customers.

About WPS Health Solutions

WPS Health Solutions is a nationally regarded government contractor and Wisconsin's leading not-for-profit health insurer. The WPS Health Insurance division offers affordable individual health insurance, family health insurance, high-deductible health insurance, and short-term health plans, as well as flexible and affordable group plans and cost-effective benefit plan administration for businesses. The WPS Government Health Administrators division administers Part A and B Medicare benefits for millions of seniors in multiple states, and the WPS Military and Veterans Health division serves millions more members who are active in the U.S. military, veterans and their families. In 2016, the international Ethisphere[®] Institute named WPS one of the World's Most Ethical Companies[®] for the seventh straight year. For more information about WPS, visit www.wpsic.com.