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## The HBF account is out to pitch



By **Chris Pash** | 14 September 2020

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The creative and media agency accounts for HBF, Australia's second largest not-for-profit health insurer, are out to pitch.

Industry insiders say the Western Australia-based business is looking to consolidate its current agency roster, which includes Leo Burnett, CHE Proximity, Cummins&Partners, OMD and Resolution.



HBF is tight-lipped about the process but has confirmed the pitch.

"It is a confidential process and we are well progressed down the path with the project being managed by (pitch consultants) Trinity P3," says the head of marketing, Louise Ardagh.

HBF uses a range of agencies including Leo Burnett Melbourne with a series of ads starring quokkas, the cute marsupials found only in Western Australia.

These photogenic animals, a favourite for selfies posted on social media, are being used as a way of attracting interest from a younger audience.

HBF's one million members, most of them in WA, tend to the older section of the age range and the health fund is keen to sign up a younger customer and to push into the eastern states.

Health insurance, despite a declining membership, attracts almost \$25 billion in premiums each year.

HBF's campaign, spruiking HBF's zero rise in premiums this year, is also aimed at disaffected members of the big health funds.

Health fund members are about to be hit with premium increases. Average rises of 2.90% in health insurance premiums at funds other than HBF were due to take place in April but were deferred to October 1 because of the economic impact of COVID-19.

The current HBF WA pitch is in the early stages, with chemistry sessions underway.

However, the winner is likely to be a holding company, bringing together creative and media agency skills.

That narrows the field because of conflict of interest issues, with Medicare and Bupa two big clients.

The creative agency for Bupa is AJF Growthops in Melbourne. Omnicom's TBWA Melbourne does Medibank.

Carat, part of Dentsu Aegis Network, has the media accounts for Medibank and AHM.

Saatchi & Saatchi in March launched the campaign [Reclaim Your Health](#) for nib.

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