

UCare wins two 2021 Gold Aster Awards

Diverse communities outreach campaign and socially distanced 5-seat bicycle TV ads are recognized

MINNEAPOLIS, July 12, 2021 — [UCare](#), an independent, nonprofit health plan, earned top honors in the [2021 Aster Awards](#) for two marketing campaigns. The Aster Awards is one of the largest and most respected national/international competitions of its kind. The elite program has recognized outstanding health care professionals for excellence in their advertising and marketing efforts for over 20 years.



UCare’s “Diverse Communities Outreach Campaign” and “Adapting Creative for COVID TV Ads” each won a Gold Award – placing the campaigns in the top 5% of entries with scores between 95% and 99%.



Created with Latino-owned [UNO Branding Agency](#) specializing in cross-cultural branding, the diverse communities outreach campaign spread the UCare message that “we care for YOU” personalized and translated for specific African American, disability, Hmong, Latino, rural and Somali communities. The ads featured individuals from each

community wearing a mask, with copy translated into their language. UCare also installed hand sanitizer stations in stores and community centers.

UCare and [Preston Kelly Agency](#) leveraged the UCare brand in an authentic way to address the ongoing pandemic – reassuring consumers we’re there for them even though it could not be in-person, and adapting UCare’s [Medicare TV ads](#) for COVID-19 by spacing riders on the UCare 5-seat bicycle six feet apart. The bicycle featured two local celebrities: Minnesota author and adventurer [Ann Bancroft](#) and WCCO radio morning news anchor [Dave Lee](#) (recently retired).

The 2021 Aster Awards received entries from across the entire United States as well as abroad. All entries were reviewed by a panel of industry experts and scored on multiple

criteria with a possibility of 100 percent. Participants' entries competed against similar-sized organizations in their specific groups and categories. Judging criteria included creative, layout and design, functionality, message effectiveness, production quality, and overall appeal and execution.

"UCare and our agency partners found creative ways to showcase our brand during the pandemic. They ensured our ads supported safe behaviors while also promoting our people powered health plans in diverse Minnesota communities," said Ghita Worcester, UCare Senior Vice President of Public Affairs and Chief Marketing Officer.

"During these unprecedented times of COVID, this year's competition was one of the most creative to date. With our new COVID category, there were many agencies and organizations that stepped up and offered incredible communications that were both informative and creative. We've all had COVID touch our lives and are looking forward to a much brighter future together. Our hats off to everyone for amazing entries," said Melinda Lucas, Aster Awards Program Coordinator.

About UCare

[UCare](#) is an independent, nonprofit health plan providing health care and administrative services to more than 550,000 members throughout Minnesota and parts of western Wisconsin. UCare partners with health care providers, counties, and community organizations to create and deliver Medicare, Medicaid and Individual & Family health plans.

The health plan addresses health care disparities and care access issues through a broad array of community initiatives. UCare has received Top Workplaces honors from the Star Tribune for 12 consecutive years since the rankings began in 2010.

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