



**I am not a sheep.  
I can choose on my  
own**

- Can a political decision of a one-party government be reversed?
- Best Public Affairs Campaign at the Global Sabre Awards 2013
- Developed by SEESAME Communications – PROI Partner Slovakia
- Presented by: Jean-Léopold Schuybroek
  - Chair of the Global Development Group at PROI
  - Honorary Chairman – Partner INTEREL
  - President BPRCA (Belgian PR Consultancy Association)

## Our size reaches audiences globally

- Leading independents in 120 cities, 40 countries, five continents
- 4,400+ clients
- 3,400 staff
- Successfully competing with the multi-nationals
- Rated 4<sup>th</sup> among Multi-National Holding Companies
- Strong presence in CEE and expanding

## Leading Quality Independent Agencies

- Carefully chosen leading independent Agencies
- Largest agencies or Top 5 in most markets
- On-the-ground knowledge of local markets
- We keep clients connected with trends, building PR strategies and shaping opinions

## Partners are local Industry Leaders and Entrepreneurs

- Bottom Line Driven: we understand the importance of a return on investment for clients and ourselves
- Combined net fee billings of US\$ 430 million and growing
- Largest partnership of independent market-leading Agencies (*Holmes*)

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[www.proi.com](http://www.proi.com)  
[www.facebook.com/PROIWorldwide](http://www.facebook.com/PROIWorldwide)

## Facts and figures

- PROI agencies are the leading independents located in 120 cities, 40 countries and five continents
- 64+ partners and 3,400 staff
- World's largest partnership of independent agencies by fee income with combined fee billings of US\$430+ million (*Paul Holmes*)
- 4,400+ Clients
- PROI is rapidly increasing its geographical presence and reach



# What we faced (July 2012)

## GOVERNMENT: End of plurality in health care insurance

- In July 2012 Slovak government without any warning announced its intentions to abandon plurality and implement one state health insurance company
- Media took this plan for granted and did not question it
- Similarly, public took the plan for granted as well – survey from August 2012 confirmed that 61 % of people agreed with one insurer

## OUR GOALS: Discussion and “wake up call”

1. **Initiate public discussion** about the government’s intentions as a change that is far from definitive
2. **Confront people with the consequences** of a single health insurer and quickly stimulate them into activity and change of mind



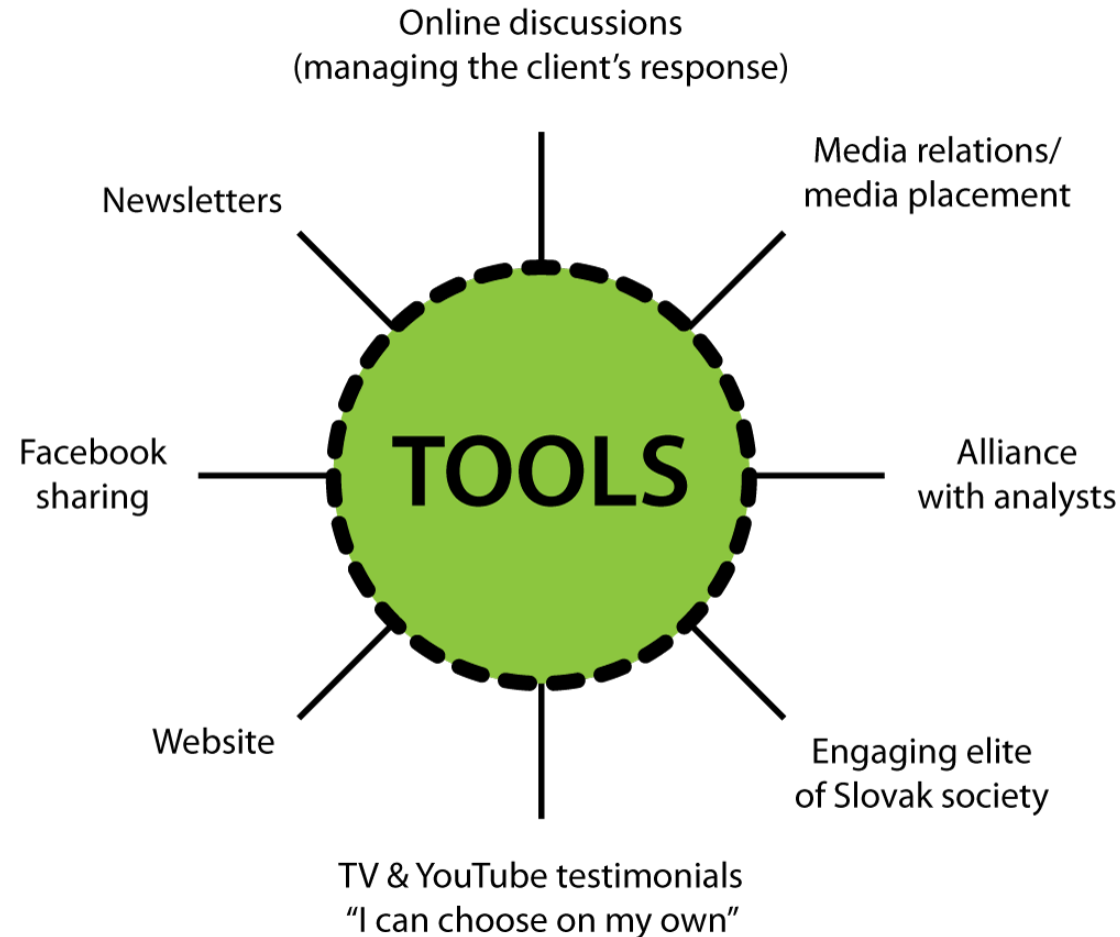
# Our strategy

- Defense of plurality: creating a sense of urgency that **the problem affects everyone** (therefore each one of us is being “robbed” of their chance to choose on their own)
- Communication through **symbol**, which will be generally accepted and **will connect naturally with the theme** of differentiating oneself from the “dictated herd” behavior





# How we communicated





# Sheep online



**NIESOMOVCA.SK**  
Kampaň za možnosť voľby v zdravotnom poistení

Vyše 3.1k Vyhľadaj...

ÚVOD O KAMPANI AKTUALITY Z MÉDIÍ NÁZORY EXPERTOV TÉMY ANKETY

## CHCETE MAŤ MOŽNOSŤ VÝBERU ZDRAVOTNEJ POISŤOVNE?

Áno, nechcem byť v stáde oviec, chcem sa rozhodovať sám

**ÁNO**





### Ľudia neveria plánu vlády zaviesť jednu zdravotnú poisťovňu

Témy | 17.04.2013

SME.sk zverejnil na svojom portáli stávkku o tom, či začne fungovať jedna štátna poisťovňa od 1. januára 2014. K dnešnému dňu (17.4.) viac ako tri štvrtiny respondentov neveria, že od nového roka budeme mať jedinú fungujúcu zdravotnú poisťovňu. Tento výsledok (podobne ako posledný prieskum) znovu potvrdzuje, že ľudia vládny zámer vnímajú negatívne a zároveň neveria vládnejmu časovému harmonogramu.

**Viac**



### Viete, kde všade pracuje Váš doktor?

Názory expertov | 14.02.2013  
Dušan Zachar | eTrend.sk

Zverejnenie počtu a veľkosti úväzkov slovenských lekárov. Podľa údajov z Národného registra zdravotníckych pracovníkov (NR ZP) malo až 3704 z celkového počtu vyše 18-tisíc lekárov na Slovensku ku koncu roka 2010 celkový pracovný úväzok v zdravotníckom povolani "lekár a zubný lekár" väčší ako 1,0.

**Viac**

### ANKETA TÝŽDŇA:

Súhlasíte s vyrústením súkromných zdravotných poisťovní? Od roku 2014 by sme mali mať podľa vlády na výber jedinú štátnu ZP.

ÁNO	8%
NIE	92%
NEVIEM	1%

**Ako to funguje inde?**

**Ako sa prepoistiť?**

**O kampani**

**Otázky a odpovede**

### Aktuálne z médií

Poisťovne za Telekom

Väčšina ľudí nedôveruje slovenskému zdravotníctvu



Chcete byť informovaný o chystanom zlučovaní poisťovní? Napíšte nám váš e-mail a my vás budeme informovať

Váš e-mail

**Odoslať**





# The sheep became a symbol

- **Symbol of the sheep resonated** with the public and found its place in everyday life
- Health care opinion leaders actively took advantage of it as well



Minister of Health on her way to a cabinet meeting



Health Policy Institute holiday card





# What we achieved

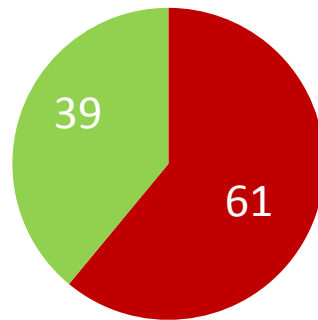
Thanks to the campaign as well Union Health gained

**29 883**

new insured

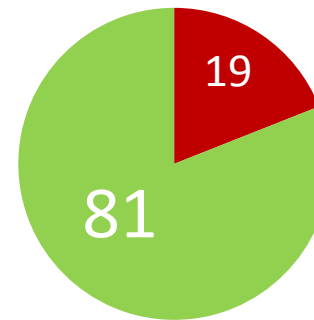
## Shift in public opinion

August 2012



For one state insurer

September 2012



For plurality

## Shift in public debate

government's intentions ≠  
"done deal"



*If any questions:*

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