



**JULIA
PEDEN**

DESIGN PORTFOLIO

SELECTED WORKS FROM MY CAREER AT C&C INSURANCE



TABLE OF CONTENTS



01

STUDENTVIP

| | |
|---------|---------------------------|
| page 03 | Plan Brochures |
| page 05 | Posters & Social Graphics |
| page 07 | Web Development |
| page 08 | Campaigns |
| page 09 | Video Animations |
| page 11 | Formal Documents |
| page 12 | Client Requests |

02

I.M. WELL

| | |
|---------|--------------------------|
| page 15 | Rebranding |
| page 17 | Poster & Social Graphics |
| page 19 | Quarterly Reports |

03

STUDENTVIP INTERNATIONAL

| | |
|---------|-----------------|
| page 23 | Plan Brochures |
| Page 25 | Web Development |
| page 27 | Unique Graphics |
| page 29 | Client Requests |

STUDENT VIP

Student VIP is a department in C&C Insurance that provides health and dental plans to over 85,000 students at thirteen universities and colleges across Canada. My position is Marketing & Content Specialist and I work within a small marketing team to develop strategies and design for our clients. We work closely with the student unions/associations to establish the best way to educate their students on their health and dental plan. We have to keep the message, information, and branding consistent but still enticing enough to attract students.

Student VIP has its own branding but when we advertise the health and dental plans, we allow the school union/association to be the main focus by using their colours. This means our designs have to be easy to switch with new colours and logos. The designs I create use a lot of colour blocks and icons that can be easily adapted to the branding of each student union/association.

150



OUTSIDE



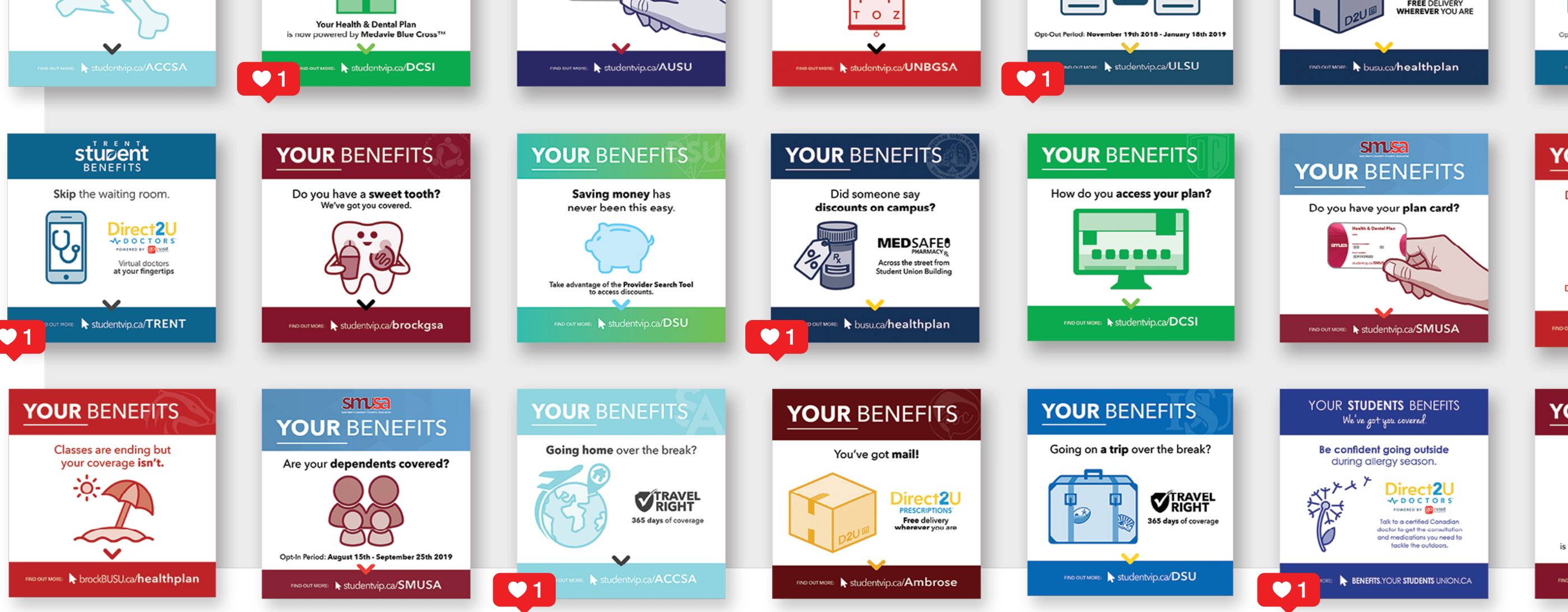
INSIDE



PLAN BROCHURE

The plan brochure is a comprehensive outline for the students to better understand their benefits. It is typically the first point of contact that the students have with their plan, as the brochure includes their plan card required for making claims. The brochure needs to be extensive with information but also easy to follow for the students to pay attention.

For the 2018-19 school year, I redesigned the previous plan brochures to be clean and easy to follow. I used more blocks of colour and icons to break up different sections while bringing extra attention to the student union/association with the school logo faded on the inside flap.



POSTERS & SOCIAL GRAPHICS

We provide a series of marketing materials for our clients which includes posters and social graphics. The materials are used to advertise the variety of services and elements covered under the health and dental plan. The posters and social graphics have the exact same design, just on different platforms, providing our clients with options while staying consistent with branding across all materials.

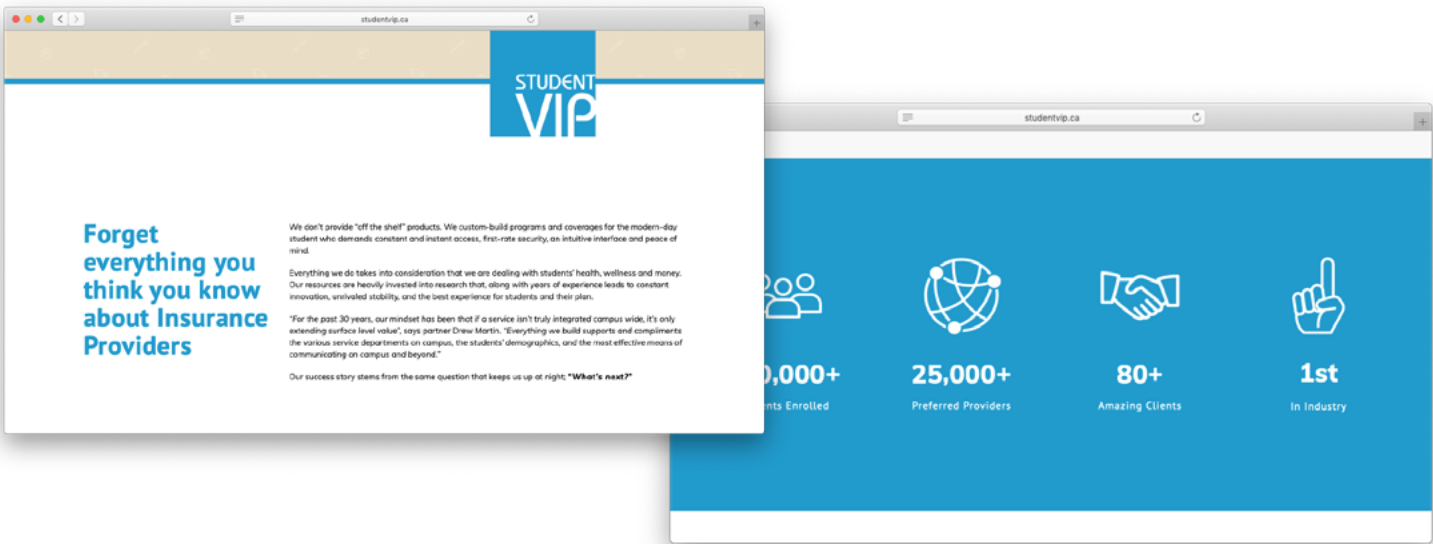
I was responsible for designing the graphics and creating the copy. I focused on scenarios that students could relate to while using student-friendly wording. The icons were also specifically designed to be gender and race-free, allowing any and all students to look at the poster or graphic and relate to the scenario.



WEB DEVELOPMENT

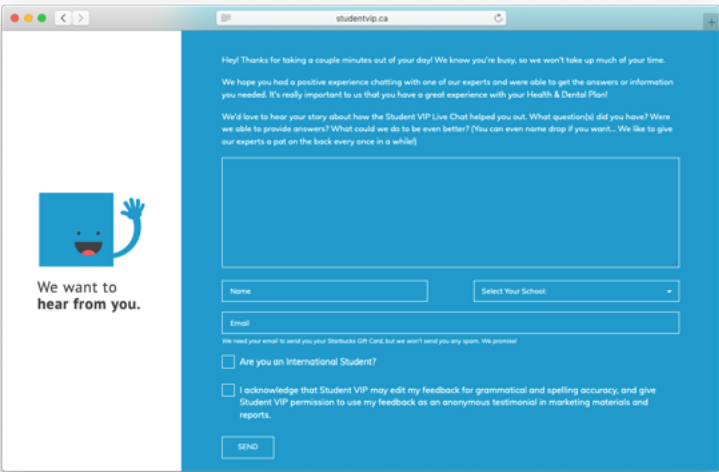
Using the Student VIP branding, I designed and developed a short and sweet ‘About Us’ landing page to inform clients of our business motto, our team, services, and capabilities. I coded the page using Bootstrap and used a jQuery plugin for a counter effect that counts upwards when the user scrolls to it.

www.studentvip.ca/about-us



Students on our plans have access to a Live Chat feature, which connects them with a Student VIP Representative who can help assist with questions the student may have regarding their Health & Dental Plan.

I was responsible for designing and developing a landing page that would be sent directly to students to provide a testimonial after their experience with a Live Chat Assistant. I developed a form that collects the responses and sends it back to the Communications Specialist at Student VIP for reporting.



FORMAL DOCUMENTS

Everything that the students may see contains elements of design. This includes long wordy documents such as announcements or forms detailing legal logistics within a certain program or service. By adding a touch of design it allows the branding to stay consistent over all platforms while also bringing these complex documents to life.

PROVINCIAL HEALTH CARE INFORMATION



I.M. WELL NEWSLETTER



J1 VISA DOCUMENT



VIDEO ANIMATIONS

The marketing team developed a strategy to take over the Wilfrid Laurier University Students' Union Instagram account (@yourstudentsunion). This means we had access to the Instagram account where we could post in their Instagram stories for the students to become more familiar with their benefit provider, Student VIP.

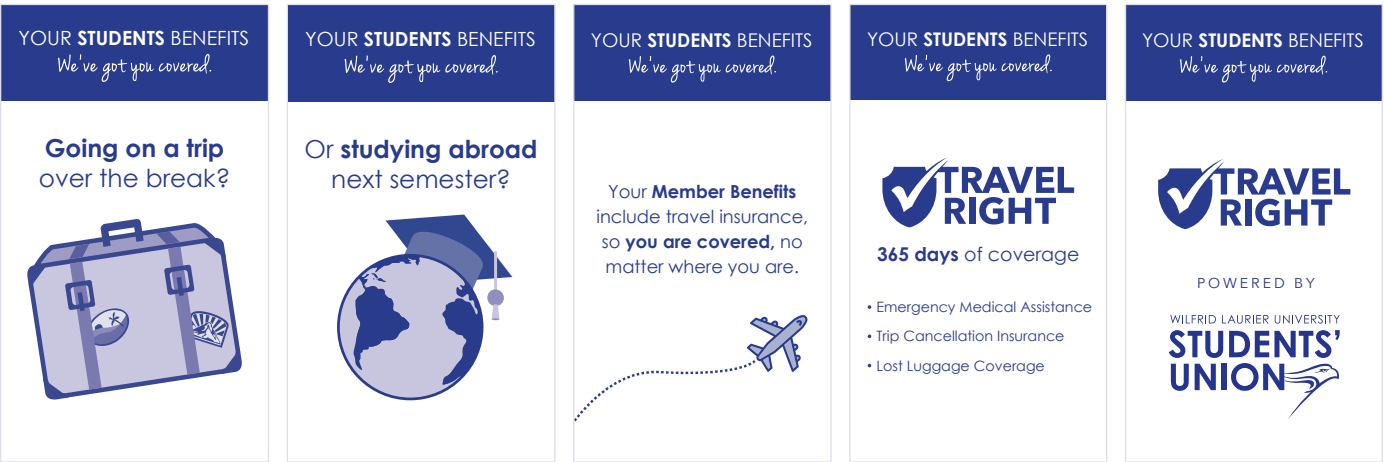
I was responsible for creating two separate animated videos to advertise different aspects of the health and dental plan. I decided to market the Direct2U Prescriptions service and the TravelRight coverage. The videos were dispersed in between the other content created by the rest of the marketing team.

I used Illustrator to set up the storyboard and used AfterEffects to animate the video. Each video was under 30 seconds and had royalty-free music in the background. The entire story reached over 1,082 students, which was roughly 40% of the account followers at the time.

DIRECT2U PRESCRIPTIONS STORYBOARD



TRAVELRIGHT STORYBOARD



CAMPAIGNS

Student VIP often develops campaigns to bring attention to certain services or aspects of the Health & Dental Plan. For the Direct Deposit Campaign, I designed the illustrations and created the puns for each poster. For the UCN Cares Campaign, I used an existing logo to develop a series of social graphics and ensured the graphics kept consistent branding.

DIRECT DEPOSIT CAMPAIGN

GET YOUR MONEY RIGHT MEOW

SIGN UP FOR DIRECT DEPOSIT FOR YOUR BUSU HEALTH & DENTAL PLAN

FOR A CHANCE TO WIN:

\$2,000 BOOKSTORE GIFTCARD

STEPS TO ENTER:

1. Download the Medavie Blue Cross Mobile App
2. Register for an account
3. Enter your Direct Deposit Information

it's that easy!

CHEQUES ARE SO IRRELEPHANT

SIGN UP FOR DIRECT DEPOSIT FOR YOUR BUSU HEALTH & DENTAL PLAN

FOR A CHANCE TO WIN:

\$2,000 BOOKSTORE GIFTCARD

STEPS TO ENTER:

1. Download the Medavie Blue Cross Mobile App
2. Register for an account
3. Enter your Direct Deposit Information

it's that easy!

WAITING FOR YOUR MONEY IS UN BEAR ABLE

SIGN UP FOR DIRECT DEPOSIT FOR YOUR BUSU HEALTH & DENTAL PLAN

FOR A CHANCE TO WIN:

\$2,000 BOOKSTORE GIFTCARD

STEPS TO ENTER:

1. Download the Medavie Blue Cross Mobile App
2. Register for an account
3. Enter your Direct Deposit Information

it's that easy!

UCN CARES CAMPAIGN

UCN CARES

SPEAK UP ABOUT WHAT MATTERS!

studentvip.ca/UCNcares

KEEP YOUR MONEY IN YOUR POCKETS.

UCN students can save up to **\$1,100** per year by having a UCN Health & Dental Plan.

studentvip.ca/UCNcares

UCN CARES

UCN CARES

MORE THAN JUST A HEALTH & DENTAL PLAN.

LEARN ABOUT THE ADDITIONAL PERKS AVAILABLE:

studentvip.ca/UCNcares

UCN CARES

THE CHOICE TO OPT-OUT.

FIND OUT MORE ABOUT HAVING YOUR VOICE HEARD BY VISITING

studentvip.ca/UCNcares

WE HAVE A WINNER!

UCN CARES

EVENT SOCIAL GRAPHIC

WHAT'S BETTER THAN THERAPY DOGS?

Visit the Atrium to say hi to the Saint John Ambulance Therapy Dogs!

November 20th & November 21st

11am - 1pm

powered by **STUDENTVIP.CA** **I.M. Well**

TRENT DALHOUSIE

HANDBOOK AD

STUDENT BENEFITS

HOW TO MAKE A CLAIM

Saving money and making a claim has never been easier when using the Medavie Blue Cross Mobile App or the Medavie Blue Cross Portal.

Medavie Blue Cross Mobile App

1. Select 'Submit a Claim'
2. Select 'Upload Image'
3. Either select 'photos' to upload an existing photo on your phone or select 'camera' to take a photo. You can upload up to 10 photos per submission.
4. Once you have added all of your photos, select 'done attaching images'
5. Answer the questions and choose 'next'
6. Review your submission to ensure accuracy and select 'submit claim'

It can take 3-5 business days to process a claim starting the first business day after submitting your claim.

Medavie Blue Cross Portal

1. Select 'eClaims' on the top menu
2. Review your information to ensure it is correct
3. Answer the 3 questions displayed
4. Click 'Choose File' and attach a clear scan or photo of your receipt
5. Check off the 'I agree to the Online Claim Submission Agreement' and click 'Submit'

It can take 3-5 business days to process a claim starting the first business day after submitting your claim.

Important Reminder...

You must be **REGISTERED** with a Blue Cross account in order to access your account and make a claim. This is separate from your Student VIP account. Find out how to register at studentvip.ca/trent and click on the 'Blue Cross Portal' button.

DOOR POSTER

Direct2U **IS DALHOUSIE STUDENT UNION**

REDIRECT YOUR PRESCRIPTIONS FOR THE WINTER BREAK

DSU IS CLOSED

Dalhousie Student Union is closed during the Winter break, which means you can't redirect your prescriptions to somewhere else in Canada to ensure you receive your medication when you want!

DSU is closed from December 15, 2018 - January 6, 2019. The office will reopen on January 7, 2019.

HOW

1. Login to your Alliance Pharmacy Account
2. Change your delivery address for the break
3. Receive your medication whenever you want!

WHERE

Have your prescriptions sent anywhere in Canada!

Campus Residence **Local Post Office** **Personal Address**

FOR MORE INFORMATION VISIT STUDENTVIP.CA OR YOUR **IS**

POSTERS

GSA **ACCESSING YOUR BENEFITS WHEREVER, WHENEVER.**

MEDAVIE BLUE CROSS MOBILE APP

1. DOWNLOAD the mobile app
2. REGISTER using your plan card

NOW WHAT?

Submit a Claim by taking a photo

Upload your Plan Card for easy access

Search & Download on your mobile phone

AND MUCH MORE!

STUDENTS INC. **ACCESSING YOUR BENEFITS WHEREVER, WHENEVER.**

MEDAVIE BLUE CROSS MOBILE APP

1. DOWNLOAD the mobile app
2. REGISTER using your plan card

NOW WHAT?

Submit a Claim by taking a photo

Upload your Plan Card for easy access

Search & Download on your mobile phone

AND MUCH MORE!

CLIENT REQUESTS

Sometimes, our clients request something outside of our usual catalogue of marketing pieces. This could be for a specific event or highlighting a certain product. It's important to understand that all of our clients have different needs and abilities to reach their students, and it is our job to accommodate these requests.

I.M. WELL

The I.M. Well Program is a mental wellness app offered at eleven schools across Canada. This program includes a mobile app, which connects students to campus and community resources, a Masters-Level Counsellor by phone or Live Chat 24/7, it also allows the student to track their moods, read through a library of articles on a variety of topics surrounding mental wellness, and to create healthy reminders. The app works with the student unions/associations to integrate with existing services offered on campus, which creates an all-encompassing tool for students to access information and resources for their mental wellness.

I.M. Well is a separate program outside of Student VIP, which means it has its own branding and marketing strategies. While the marketing strategies are similar (use of posters and social graphics), the branding is independent.

20

PREVIOUS BRANDING



REBRANDING

In 2018, I was tasked with rebranding the I.M. Well program to look contemporary and modern with current branding trends. I decided to take out the textured background and use simple background colours of white, blue, or green. I simplified the colour study by sticking to the two main colours, blue and green, with black and white as complimentary colours. I changed the header font weight to bold and have it written in all capitals, while I also added a script font to compliment the header and add personality. I redesigned all of the previous icons to have a bold black outline and used white to contrast against the blue or green background. I also developed some wordmarks that capture I.M. Well’s key branding, such as “free mental wellness app” and “there’s always someone to talk to”.

NEW DESIGN:
FONT FAMILY

HEADER FONT - AVENIR NEXT BOLD
NOTE: ALWAYS WRITTEN IN ALL CAPITALS.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ?

HEADER FONT - MANUS SMOOTH
NOTE: ALWAYS WRITTEN IN ALL LOWER CASE.

a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ?

COLOUR STUDY



WORDMARKS

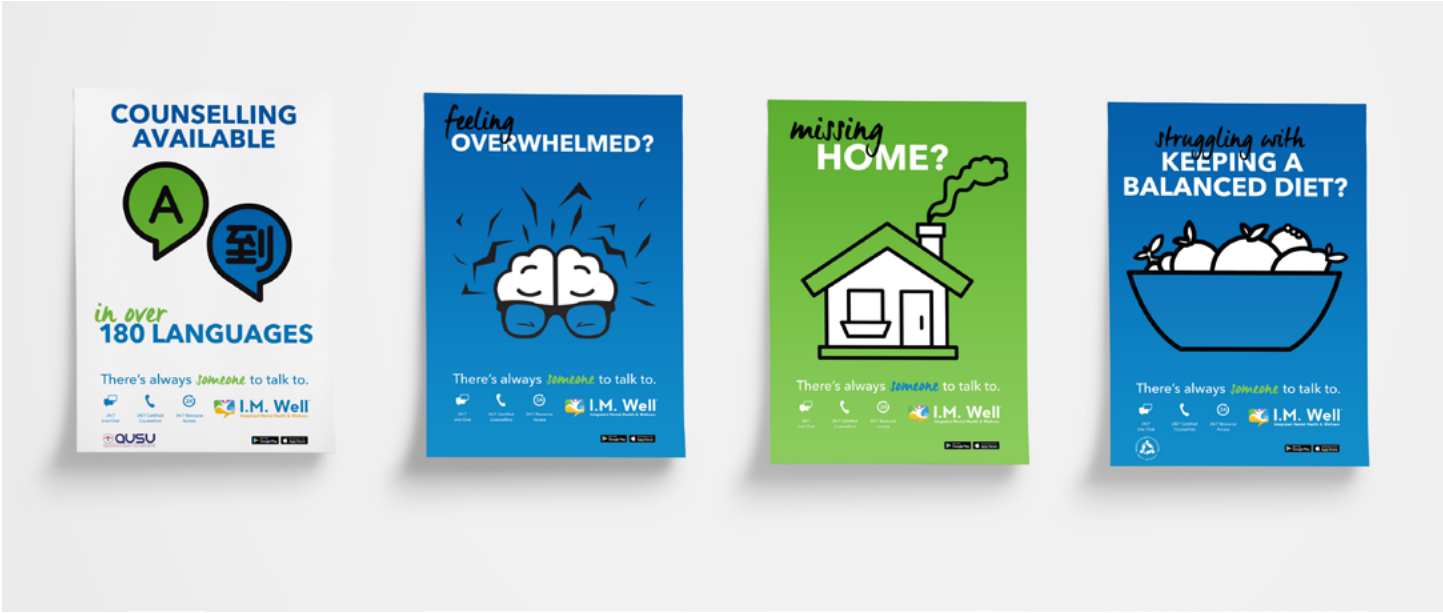
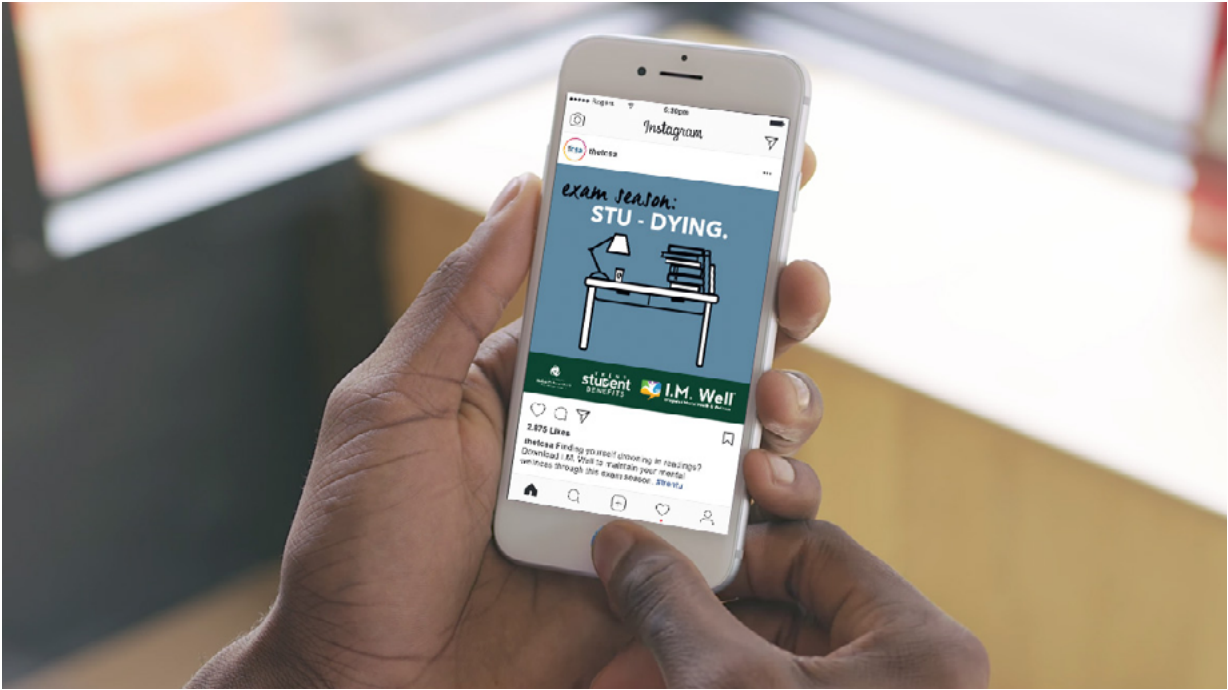


POSTERS & SOCIAL GRAPHICS

Similar to the Student VIP health and dental plan posters and social graphics, we also provide a collection of I.M. Well materials for our clients. These posters and social graphics focus on emotions or feelings that a student may experience, or on a specific service provided by I.M. Well. By using directed questions or expressing common experiences, the goal is to attract the students to the I.M. Well app and the free services available.

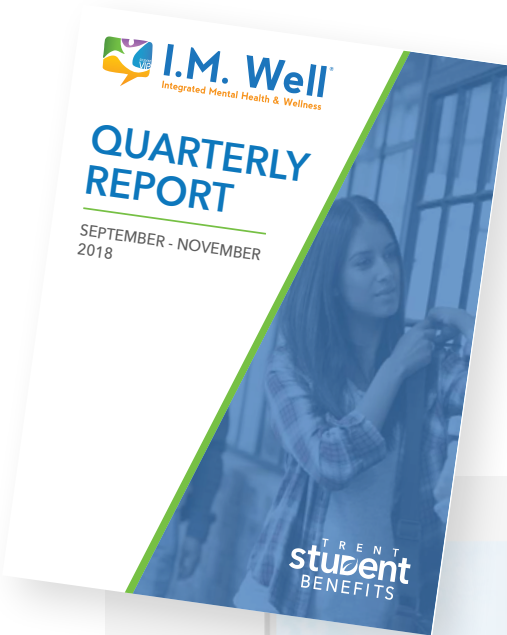


CLIENT REQUEST: SCHOOL COLOURS FOR I.M. WELL



QUARTERLY REPORTS

Part of the I.M Well Program is tracking the usage of the app for each of our schools, to show an increase or decrease in student engagement. We present four reports each year, quarterly, to examine the app utilization. I receive excel sheets full of raw data from our app developer, where I then turn the numbers into charts and tables that are easy to comprehend and follow. I then put those charts into an InDesign file that has the report design and content.

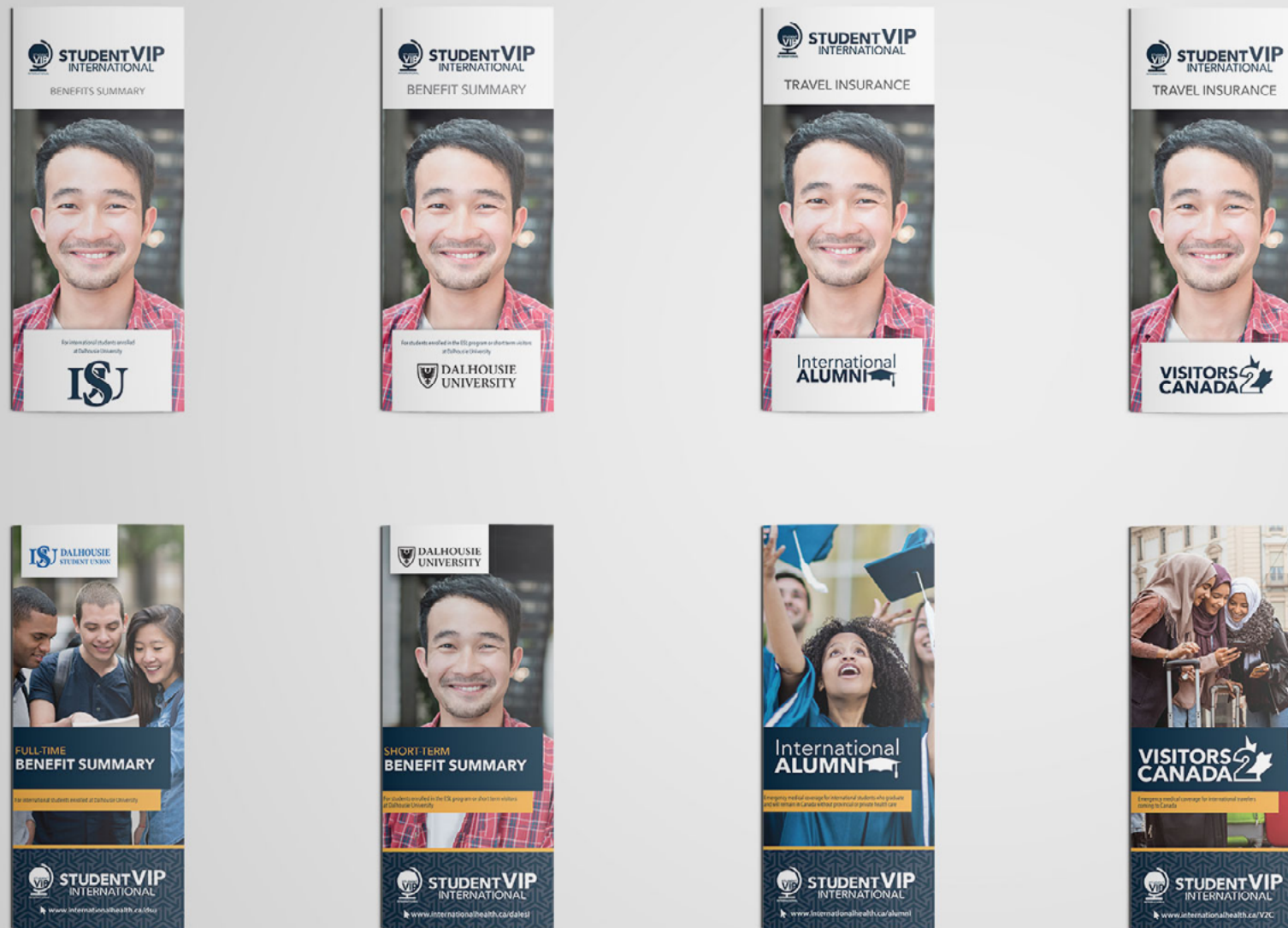


STUDENT VIP INTERNATIONAL

Student VIP International provides a variety of services for international students or domestic students while travelling. Student VIP International covers all insurance related to travelling, from emergency health and dental plans, to accidental death and dismemberment, cultural training and orientations, mental wellness resources, and much more. Whether a student is coming inbound or travelling abroad, they are covered.

Student VIP International is its separate program, while still being associated with StudentVIP. Therefore, StudentVIP International has its branding and marketing strategies specific to the international audience. It is important to know that when dealing with international students, the wording must be precise and simple, and the use of basic images and icons are essential.





INSIDE - FULL TIME BENEFIT BROCHURE



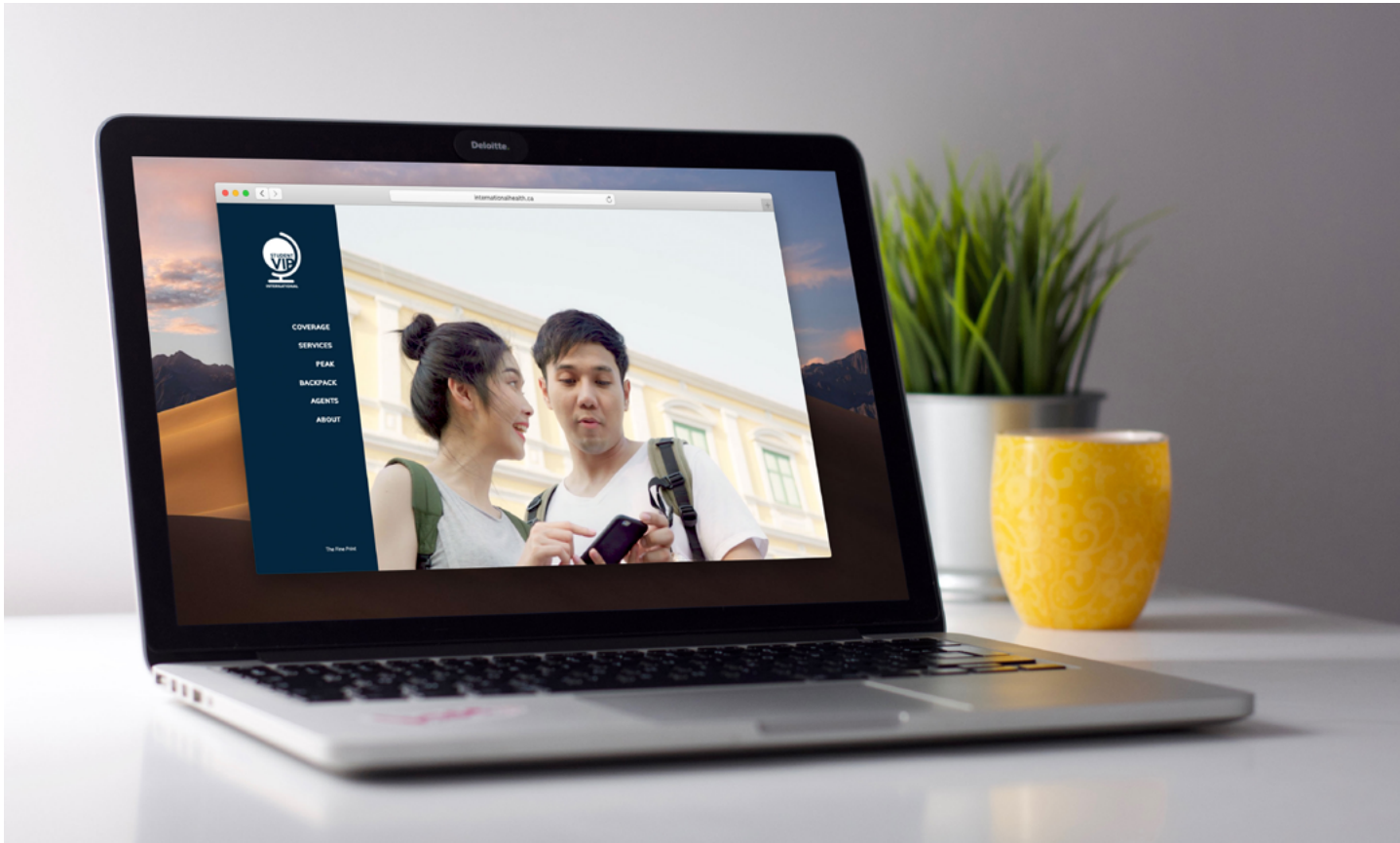
INSIDE - INTERNATIONAL ALUMNI BROCHURE

PLAN BROCHURES

In 2018, I redesigned the plan brochures to be more appealing and easier to read for international students, as well as making it clearer to distinguish between the many services. Previously, each brochure for each service had the same front page layout, from image to text placement (see above - the first row of brochures). This would make it extremely confusing for international students to distinguish between brochures and services.

I used a new accent colour and background pattern to add more design to the brochures, while also purchasing new stock photos to represent each service. I laid out the existing content for better flow and used icons to represent different concepts and sections of information.





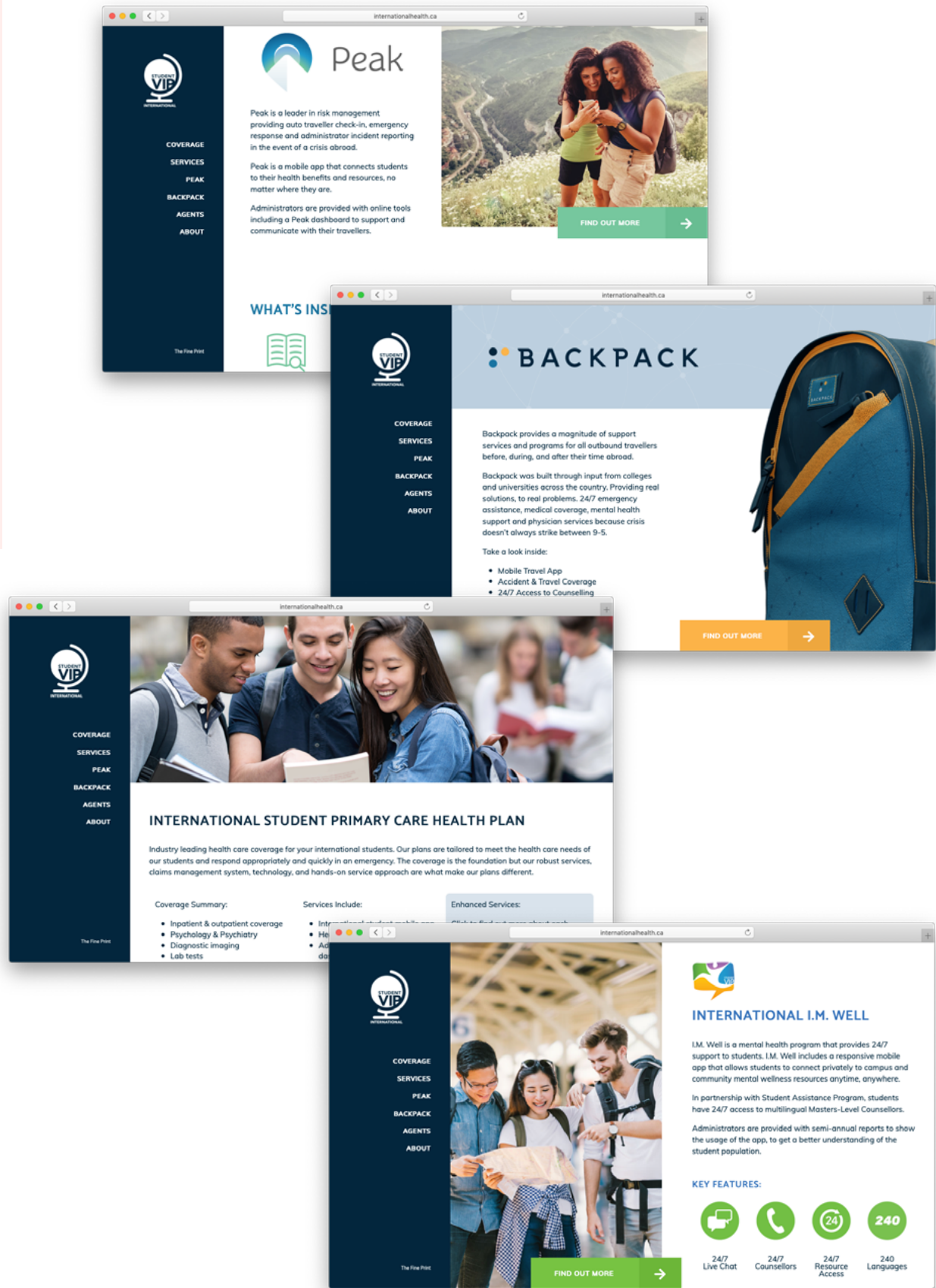
WEB DEVELOPMENT

I designed and developed a website used for sales to educate prospective clients on the services and resources available through Student VIP International.

I coded a responsive website using a modern sticky side navigation. The 'Coverage' and 'Services' button on the nav has a dropdown menu to show even more pages while keeping the navigation clean on the initial load. The page content on the right-side is scrollable when necessary. I also created a montage video using stock videos for the homepage. This makes the landing page dynamic and uses movement to capture the audience. I designed each page with overlapping content and lots of images to have a modern and slick design. I developed the website without any framework, coding the entire website from scratch.

👉 www.internationalhealth.ca/learnmore

DIFFERENT PAGE SECTIONS:

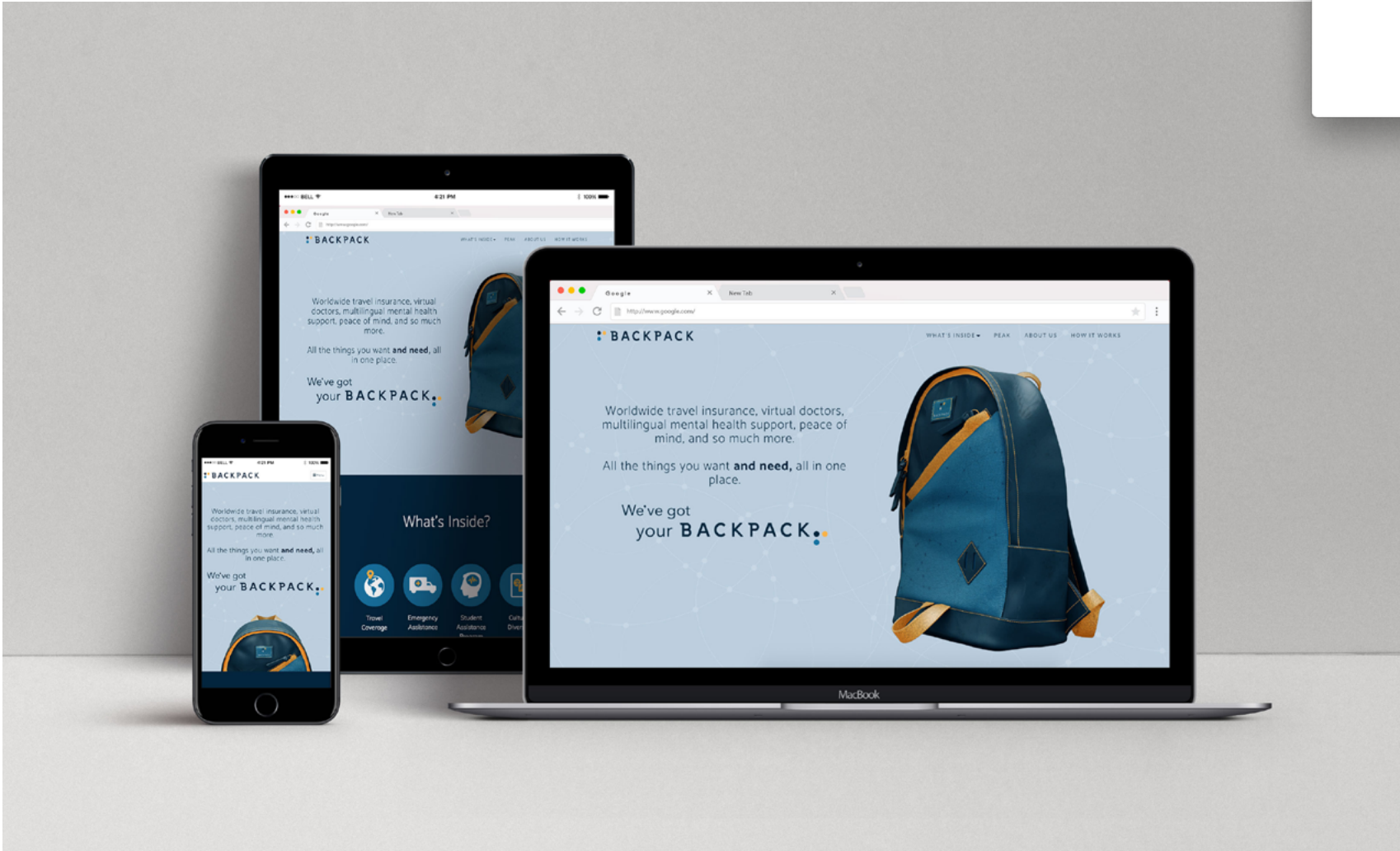


WEB DEVELOPMENT

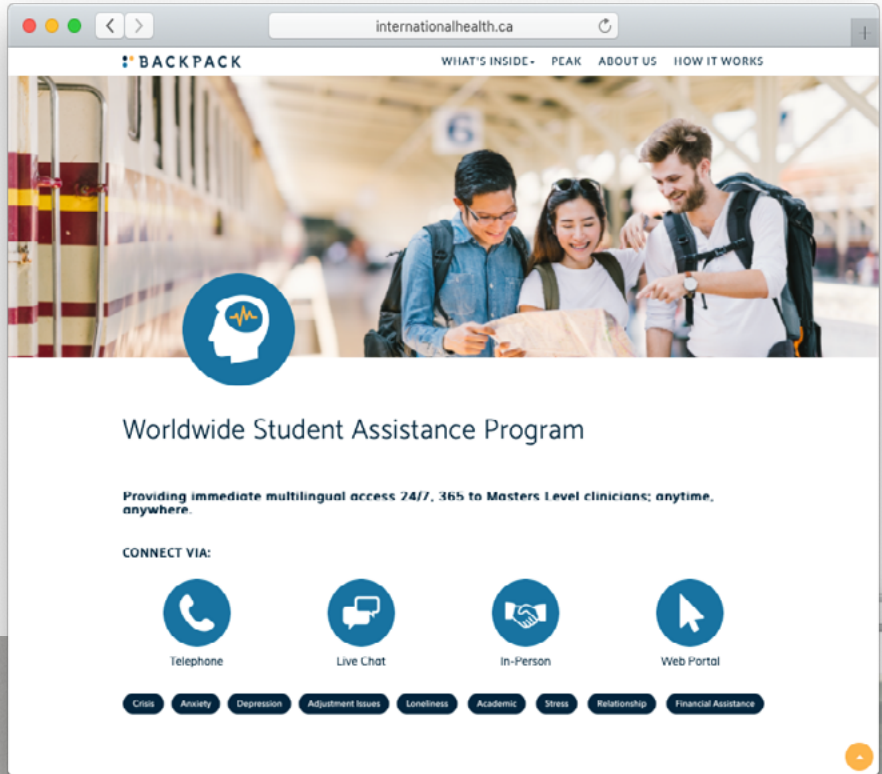
Student VIP International offers a program called Backpack to travelling students. This program provides health insurance and other services to ensure peace of mind while abroad. Used as a sales piece, I designed a website to explain the program and each aspect.

The website is developed with Bootstrap and has parallax scrolling effects on each background.

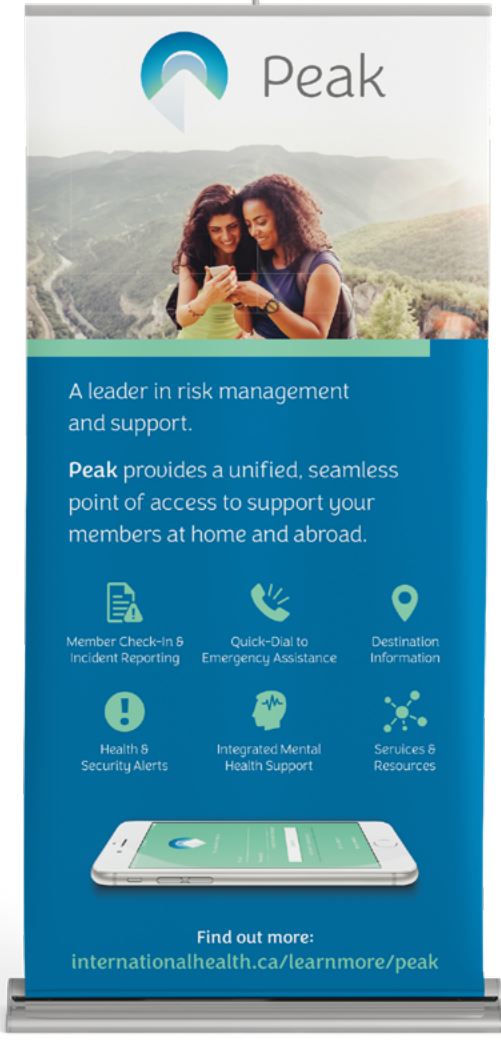
www.internationalhealth.ca/backpack/learnmore



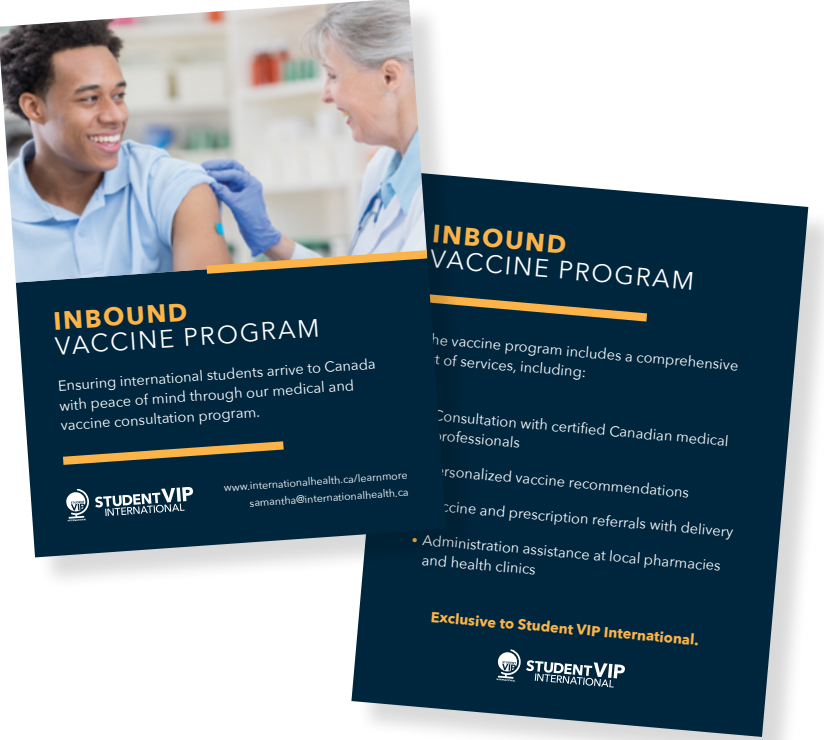
DIFFERENT PAGE SECTIONS:



POP UP BANNERS:



POST CARD HANDOUTS:



SOCIAL GRAPHIC:



TRADE SHOW MATERIALS

The Student VIP International Director visits trade shows and industry events all over the world. For these events, Student VIP International requires a variety of print materials for handing out to prospective clients and partners, signage for the table or booth, and any other specific materials to educate the public and ensure the brand stays consistent over all materials.

POSTER:

INTERNATIONAL HEALTH PLAN
HOW TO OPT-OUT

All international students who begin their studies in the Fall, Winter or Spring terms are automatically enrolled under the DSU International Students Health Plan. If you have alternate coverage, you may be able to opt-out.

How to Opt-Out in Office:

1. Visit the office with proof of your alternate coverage
2. Complete the opt-out application

How to Opt-Out Online:

1. Visit www.internationalhealth.ca/dsu
2. Select the Flashing Opt-Out Button
3. Select the applicable opt-out option
4. Complete the opt-out application and include proof of alternative coverage

All refunds will be applied to your student account within 7 business days.

! The Deadline to Opt-Out is September 18th, 2018 @4:30pm (ADT)

Opting-Out with Private Insurance

Your proof of coverage must be **comparable** and contain the following in order to be considered to opt-out:

- Policy in **ENGLISH** (Health Cards are not accepted)
- Your name
- Coverage dates
- Insurer's company name
- Maximum of \$2,000,000 CDN coverage
- Coverage for doctor visits, hospitalization, lab tests, diagnostic imaging and repatriation

Your policy **must not** contain any exclusions for medical services, hospitalization and repatriation relating to being under the influence, such as alcohol or for self-harm, self-inflicted injury, attempted suicide or suicide.

Opting-Out with MSI

- You will need to present a valid MSI card to be considered to opt-out.
- You will be opted out of the plan on the 1st day of the following month that you bring in your card.
- You will be enrolled on this Companion Plan for travel coverage as MSI is only valid in NS.
- Your Companion Plan card will be emailed to you.

Please note: You will only have 31 days of travel coverage through the Companion Plan. Any travel that exceeds 31 days will not be covered.

Please keep this in mind if you are a co-op student and have to leave Nova Scotia to complete a work term.

Opting-Out as an Exchange Student

If you **do not** have private coverage:

- Visit the office and complete an Exchange Opt-Out Application
- You will be opted-out and refunded for the terms that you are not at Dalhousie
- If you stay for an additional term, you will be billed again for the plan

If you have private coverage, see the Private Opt-Out section.

Opting-Out as a Sponsored Student

If you have been provided health insurance from your home country or scholarship program, you must provide proof to be considered to opt-out:

- Provide proof of your coverage (letter, health card or policy) to the DSU Health Plan Office
- Some sponsored student groups include: CBIC, Kuwait, WUSC, Libyan, Saudi, UAE, Qatar.
- The above list is just a summary. If your group is not listed, you may still be eligible to opt out as a sponsored student.

ISU DALHOUSIE STUDENT UNION **NEED HELP?** dsuhealth@dal.ca 902-494-2850

DOUBLE-SIDED RACKCARDS:

COMPANION PLAN
keeping you insured while you travel

WHAT IS THE COMPANION PLAN?
The Companion Plan provides 31 days of travel coverage outside the province of Nova Scotia.

WHAT DOES IT COVER?
It provides emergency medical insurance for things like visiting the doctor, emergency visits to the hospital and emergency transportation.

WHY DO YOU HAVE IT?
When you opt out (cancel) your international health plan with MSI, this plan is mandatory.

MSI does **NOT** cover you outside of Nova Scotia. Therefore the Companion Plan provides you coverage when you travel.

HOW MUCH DOES IT COST?
A one-time fee of \$38.00.

WILL I GET A COMPANION PLAN TRAVEL CARD?
Yes, when your opt-out is processed a Companion Plan card will be emailed to you.

KEEP IN MIND:

- Always call in before seeking any major medical services or going to the hospital. If you do not call us, we cannot guarantee coverage and coverage may be limited.
- If you go to the hospital, please call or have someone call on your behalf within 48 hours
- Always review your benefits. You can find a breakdown of your benefits at: internationalhealth.ca/smusa

CALL US FIRST:
In Canada: 1-855-591-2285
Anywhere: 647-591-2285

SMUSA **STUDENT VIP INTERNATIONAL**

NSCAD INTERNATIONAL HEALTH PLAN

TOP 5 THINGS YOU SHOULD KNOW!

1. **CALL US**
Before seeking any medical treatment, going to the hospital or surgery, you must call Intrepid 24/7. If you do not call, coverage may be limited.
2. **PRE-EXISTING CONDITIONS**
If you have a pre-existing medical condition, or require any immediate medical attention, please call Intrepid as your coverage may be limited.
3. **CAMPUS HEALTH SERVICES**
Please use Saint Mary's Health Services for any non-emergency medical care. Book an appointment by calling 902-444-7213. Located at the 10th Student Centre 4th floor.
4. **I.M. WELL**
Feeling sick, lonely or having trouble adjusting to a new country? Speak privately to a certified counsellor today by calling 1-877-236-5323 or downloading the free I.M. Well App.
5. **ONLINE ACCESS**
Visit www.internationalhealth.ca/nsacad for benefits details, translated brochures, student plans, find a doctor near you and access live Chat assistance.

Call us:
Intrepid 24/7
1-855-591-2285
intrepid@intrepid247.com

STUDENT VIP INTERNATIONAL

Don't forget your Health Card!
You need this card when visiting a doctor. Get your card online by visiting: internationalhealth.ca/nsacad

Need to submit a claim?
If you have paid up front for services visit www.internationalhealth.ca/nsacad or email your claim form and receipts to: claimintrepid247@intrepid247.com

Direct2U Doctors
Have a private visit with a certified doctor through your phone, tablet, or laptop.

Need Assistance?
International Coordinator
Joann Reynolds-Turner
jturner@nsacad.ca
902-444-7213
1107 Marginal Road, Post Campus Room P104

NSCAD UNIVERSITY
internationalhealth.ca/nsacad

NEWSLETTER:

STUDENT VIP INTERNATIONAL **SAINT MARY'S UNIVERSITY THE LANGUAGE CENTRE**

INTERNATIONAL HEALTH PLAN

TOP 3 THINGS YOU SHOULD KNOW:

1-855-591-2285
Call us before going to the doctor or hospital. If you do not call, coverage may be limited.

MEDICAL CONDITION?
If you have a pre-existing medical condition, or require immediate medical attention, please call Intrepid at 1-855-591-2285 as your coverage may be limited.

I.M. WELL
Download the free mental wellness app to connect with a Masters Level counsellor anytime, anywhere.

HEALTH CARD
Be sure to check your email as your Health Card will be sent to you. You must show it when visiting the doctor, so be sure to check and save your card for easy access! If you have not received your card, please email international@dalhousie.ca

I.M. WELL
Feeling sick, lonely or having trouble adjusting? Speak to a counsellor today for free by calling 1-877-558-WELL (1-877-558-6935) or downloading the I.M. Well app. Available on iOS and Android for all International Students.

NEED TO SEE A DOCTOR?
There is a doctor's office right on campus! Please visit Saint Mary's Health Services for any appointments.
• 902-420-5411
• Located on the 4th floor of the Student Centre

VISIT US ONLINE
www.internationalhealth.ca/smuc
• Benefit details
• Translated brochures
• Submit a claim
• Find a doctor near you
• Access live chat assistance

NEED ASSISTANCE?
The Language Centre, 940 Tower Road
902-420-5491
language@smusa.ca

CLIENT REQUESTS

Similar to Student VIP, the Student VIP International schools may request specific pieces for events or services. Our clients know their student population best which means they know what information needs to be advertised and how the students can best be reached.

The image features a white central area framed by abstract, colorful borders. The top border consists of a dark blue horizontal band and a red band on the left. The left border is a vertical yellow band. The bottom border is composed of a pink band on the left, a teal band in the middle, and a red band on the right. Black ink splatters are scattered in the corners: top-left, top-right, and bottom-right.

2019 - JULIA PEDEN