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## Shannon's Behaviour Change Launches New “Look for the Tick” Campaign for Members Health Fund Alliance

[Shannon's Behaviour Change](#), renowned for its strategic focus on inspiring change for good, has launched a new campaign for [Members Health Fund Alliance](#). The campaign aims to challenge the mindset of young active males who often believe they are invincible and immune to the risks of long-term health conditions. By promoting healthy behaviours early on, the campaign encourages this demographic to consider joining a Members Health fund when choosing private health insurance, urging them to "look for the tick"—a symbol associated to funds run for people, not profits.

Targeting males aged 25-35, the campaign emphasises the benefits of private health insurance as a preventative measure, with extras tailored to their needs. Featuring a 30-second hero ad, alongside five 15-second and three 6-second spots, the creative execution is sports-focused to resonate with a younger, active audience. The ads will be aired across Kayo, Optus Sport, Facebook, Instagram, and YouTube, strategically positioned where the target demographic spends most of their media time.

“We want to shift the perception that private health insurance is only for those who are older or already facing health issues,” said Laura Hicks, Head of Marketing at Members Health. “Our campaign is a call to action for young men to consider their future health today, making informed choices that can significantly impact their long-term wellbeing.”

“Our new campaign with Shannon's Behaviour Change is a step forward in engaging with younger Australians who may not yet see the value in private health insurance,” said Matthew Koce, CEO of Members Health. “By showcasing the preventive benefits and the ‘tick’ of approval for funds that are truly member-focused, we're making the message clear—Members Health is designed for people, not profits.”

James Shannon, Creative Director of Shannon's Behaviour Change, said, "With the new 'Look for the Tick' campaign, we set out to disrupt the typical mindset of young, active males who often feel untouchable when it comes to their health. Our goal is to make private health insurance relevant to them now, rather than something they think about later. By aligning the campaign with their lifestyle and positioning Members Health as a proactive choice, we're encouraging them to make smarter health decisions that go beyond the immediate and look to the future."

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### Putting members' health before profit

**About Members Health Fund Alliance:**

With over 5.3 million members across 25 different funds, Members Health Fund Alliance offers diverse options for Australians seeking health coverage that aligns with their individual needs and lifestyles.

Members Health is the peak industry body, with the strength of numbers, knowledge and determination to achieve better outcomes for funds and policyholders.

This campaign reinforces that with a Members' Health fund, young Australians are choosing funds that prioritise people over profits.

**Creative Team and Production Credits:**

- **DOP:** Taylor Bennie-Faull
- **Stills:** Aaron Farrugia
- **Producer:** Jo Theoharis
- **Creative:** Jaksen Daddo & Harry Bastin; James Shannon
- **Account Management:** Tenneille Stoone & George Allen

**Members Health Alliance Representatives:**

- **Laura Hicks**, Head of Marketing
- **Matthew Koce**, CEO

For more information on Members Health Fund Alliance and the new campaign, visit:

<https://membershealth.com.au/people-who-campaign/>

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