**MedicareInsurance.com Social Media Ads**

**09.19.23**

Concept

These creative ads will be displayed on social media networks.

Idea #1:

* “Broken fangs are a pain in the neck.”
* “You may be eligible for Medicare Advantage plans featuring dental care coverage with low or $0 monthly premiums.”
* Image of vampire with bandaged head or tooth after dental surgery, smiling, thumbs up.
* Small top disclaimer: “Advertisement by Health Insurance Associates LLC – a non-government entity.”
* Small bottom disclaimer: “Not all plans offer all of these benefits. Benefits may vary by carrier and location. Limitations and exclusions may apply.”

Idea #2:

* “Life looking a little blurry lately?”
* “You may be eligible for Medicare Advantage plans featuring vision care coverage with low or $0 monthly premiums.”
* Image of the word “LIFE” in large font, blurred out as if it were a face being censored.
* Small top disclaimer: “Advertisement by Health Insurance Associates LLC – a non-government entity.”
* Small bottom disclaimer: “Not all plans offer all of these benefits. Benefits may vary by carrier and location. Limitations and exclusions may apply.”

Idea #3:

* “Hey, everyone, hear us out.”
* “You may be eligible for Medicare Advantage plans featuring hearing care coverage with low or $0 monthly premiums.”
* Image of senior citizen cupping ear as if struggling to hear someone speak.
* Small top disclaimer: “Advertisement by Health Insurance Associates LLC – a non-government entity.”
* Small bottom disclaimer: “Not all plans offer all of these benefits. Benefits may vary by carrier and location. Limitations and exclusions may apply.”

Idea #4:

* “Don’t let finances put the kibosh on your healthcare needs.”
* “You may be eligible for Medicare Advantage plans with low or $0 monthly premiums.”
* Image of wrestler trying to pin elderly or nerdy-looking person.
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* Small bottom disclaimer: “Not all plans offer all of these benefits. Benefits may vary by carrier and location. Limitations and exclusions may apply.”

Idea #5:

* “Finding affordable healthcare plans shouldn’t feel like a back-alley deal.”
* “You may be eligible for Medicare Advantage plans with low or $0 monthly premiums.”
* Image of sketchy guy holding open trenchcoat flap full of “procured goods”, with “no” sign over top of him.
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Idea #6:

* “ Hey, it’s ok to admit when you need better hearing coverage.”
* “Find out if you are eligible for Medicare Advantage plans that include hearing coverage, with low or $0 monthly premiums.”
* Live or drawn image of elderly man sitting in armchair in front of tv or stereo system blasting audio. Elderly man’s drink, snacks, scarf, hair, etc. are all windswept and blown back from the volume level. Elderly man appears unphased (parody of old Maxell hi-fi ad).
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Idea #7:

* “Hey, it’s ok to admit when you need better vision coverage.”
* “Find out if you are eligible for Medicare Advantage plans that include vision coverage, with low or $0 monthly premiums.”
* Live or drawn Image of elderly woman reading newspaper with comically oversized magnifying glass.
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Idea #8:

* “Hey, it’s ok to admit when you need better dental coverage.”
* “Find out if you are eligible for Medicare Advantage plans that include dental coverage, with low or $0 monthly premiums.”
* Live or drawn image of elderly person with no teeth tossing items from their dinner plate (steak, broccoli, carrots, etc.) into a blender next to a glass with a straw.
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Idea #9:

* “Hey, it’s ok to admit when you need prescription drug coverage.”
* “Find out if you are eligible for Medicare Advantage plans that include prescription drug coverage, with low or $0 monthly premiums.”
* Live of drawn image of senior hauling massive piggybank to pharmacy counter on wagon, hammer in hand. Piggybank reads “Life Savings.”
* Small top disclaimer: “Advertisement by Health Insurance Associates LLC – a non-government entity.”
* Small bottom disclaimer: “Not all plans offer all of these benefits. Benefits may vary by carrier and location. Limitations and exclusions may apply.”

Idea #10:

* “We can’t promise to find you a unicorn.”
* “But we can promise we’ll do our best to help you find a Medicare Advantage plan in your area with the benefits you need.”
* Live or drawn image of cute sparkly magical unicorn being ridden by overjoyed senior.
* Small top disclaimer: “Advertisement by Health Insurance Associates LLC – a non-government entity.”
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