



FOR IMMEDIATE RELEASE

MEDIA CONTACT:  
Wendy Wicks  
612-306-3698  
[wwicks@ucare.org](mailto:wwicks@ucare.org)

## UCare wins six 2023 Aster Awards for outstanding achievements in marketing

### *People powered member stories and multilingual Medicaid campaign earn Gold Awards*

MINNEAPOLIS, Aug. 2, 2023 — [UCare](#), an independent, nonprofit health plan, earned two Gold, three Silver and one Bronze Award in the [2023 Aster Awards](#). The Aster Awards is one of the largest and most respected national/international health care marketing competitions of its kind. The elite program has recognized outstanding health care professionals and agency partners for excellence in advertising and marketing efforts for over 20 years.

UCare’s people powered marketing campaign was honored with two Gold Awards – placing the campaigns in the top 5% in the nation with scores between 95% and 99%.

Created with Latino-owned [UNO Branding](#), a cross-cultural creative agency, UCare’s multilingual Medicaid campaign presented welcoming and culturally responsive messages personalized for disability, African American, Hmong, Latino, rural and Somali communities. The omnichannel ads featured individuals from each community, with copy translated into their language.



UCare and [Preston Kelly Agency](#) leveraged the UCare brand in an authentic way to spotlight the unique talents and skills of UCare’s members. The “Power of People” series earned a Gold Award for Jason’s [“Power of Persistence” social media video](#) – featuring the story

of a member who pursued his passion of owning and operating a food truck.



UCare radio, TV and outdoor (billboard) ads each received a Silver Award – with scores of 90% to 94%, placing them in the top 12% in the nation). The complete [“Power of People” TV series](#) was honored. Also earning Silver were the Simplifiers radio ad and Figure-outers billboard reinforcing UCare’s commitment to de-complicate health coverage. In the Bronze category, UCare’s High Five radio ad earned recognition.

The 2023 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. All awards were issued for entries that received top marks from judges placing them in the top 16% of the nation for advertising excellence. Judging criteria included creative, layout and design, functionality, message effectiveness, production quality, and overall appeal and execution.

“UCare and our agency partners showcased the people power and unique talents of UCare members in last year’s advertising campaigns. The messaging amplified our core values of inclusion and respect for members. The creative story telling also illustrates how – with the support of a UCare health plan – UCare empowers members to pursue their passions,” said Jay Sivasailam, UCare Executive Vice President and Chief Growth Officer.

“Many agencies and organizations continued to step 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 600,000 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 Workplace honors from the Star Tribune for 14 consecutive years since the rankings began in 2010.