

CASE STUDY: Expertise in Action How Ulta Boosted Enrollment with Strategic Communication

ULTA NEED

- **Educate employees** on the value of their total rewards package
- **Drive awareness** around their benefits program
- **Support a population** that is largely non-wired and fluctuates between eligibility

SOLUTION: bswift Engagement Agency

- **Benefits brand** identity to expand visibility of their program
- **Multi-channel annual enrollment** and ongoing education campaign, anchoring communication around a public website
- Focused on delivering information in more **engaging digital formats and traditional print channels** to expand reach

IMPACT: Outcomes That Matter

- ✓ **95% increase in enrollments** on day 1 of the annual enrollment window over the prior year ¹
- ✓ **112,000+ public site views** in the first 6.5 months, with 76,000+ unique visitors ¹
- ✓ **27,800 average monthly views** after Annual Enrollment ¹
- ✓ **Elevated benefits brand** to complement their distinct corporate brand, driving increased awareness
- ✓ HR team was able to take **summer vacation** for the first time!



"Communications are beautiful. We're getting lots of hits and enrollments at this stage – more than ever before."
– **Director of Benefits, Ulta Beauty**