

THE BRIEF:

A community hospital must keep its brand ever present in the minds of its audience. Messaging for specific services of excellence had been utilized heavily for the prior two years. However, many people tune out healthcare marketing as it is a need-based service.

THE SOLUTION:

ZGM proposed a campaign based on wellness in order to cast a "broader net" message to the entire community. Children and adults were invited to participate in a community fun run at the end of the campaign run. Stanly Regional physicians were featured doing activities they love in a warm, engaging photography campaign to drive the message.

THE RESULTS:

More than 300 people registered for the community fun run during the sign-up campaign - a period of only 3 months. Physician led wellness seminars experienced attendance increases between 12 and 25% over the year.

