

CASE STUDY

Cardiac campaign's appeal to human nature drives 794% increase in web traffic.

Ellis Medicine | Cardiac Campaign

It's just human nature. We all know heart attacks are dangerous, yet few of us take steps to understand or prevent heart disease. So to drive volume to Ellis Medicine's cardiac care program, we spoke to our natural tendencies to deny, avoid and put off protecting our health. This playful, thought-provoking campaign hit the mark: generating a 794% increase in traffic to the cardiac landing page, with a 100% increase in new visitors. The campaign also won Gold for Best Television (200-500 beds), and Silver in the Overall Best Television category at the 2015 Hospital Marketing National.



Diagnosis

When it comes to cardiac care, there is a lot of misinformation about the true symptoms of a heart attack and risk factors. It's simply human nature to avoid, neglect or put off taking care of ourselves. As a result, people turn to the internet for information, leading to misinformed patients and self-diagnoses.

We recognized an opportunity to create awareness for how misinformed and unaware the population can be about cardiac risk factors and symptoms. This opportunity could help drive volume to Ellis' cardiac services and help patients become more informed about cardiac care.

Creating awareness in a misinformed and unaware population helped drive volume to Ellis' cardiac services.



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Prescription

By starting a conversation about the reasons why people avoid taking care of their health, we could speak to a new audience—people who are putting off getting their heart and cholesterol levels checked.

The “Man on the Street” concept asked ordinary people questions about heart disease and risk factors, only to get misinformed, silly responses. This provided a fresh take on traditional healthcare marketing by using humor and compassion for human nature to create awareness and position Ellis as a brand that understands patients.

The light-hearted television spot and web video conclude with a voice over saying “let’s get serious about heart disease,” reminding people it’s a serious subject.

Treatment

The concept gave way to a relatable and shareable integrated campaign, executed through digital and traditional methods that drove to a conversion-optimized landing page and encouraged patients to book an appointment. A long-form video for web is showcased on the landing page and was promoted through social media. Social also helped create engagement with shareable content such as a quiz and top ten list hosted on PlayBuzz. The top ten list featured the sneaky risk factors of heart disease, while the quiz let patients answer questions to determine what kind of candy heart they are (the campaign launched around Valentine’s Day).

Print ads and display ads were also used to drive traffic to the landing page and create awareness for the risk factors of heart disease.

Billboards using the phrase “Have a healthy heart-to-heart” encouraged patients to visit their doctors and have a discussion about their numbers and risk factors. A :15 and :30 “Man on the Street” TV spot rounded out the campaign, driving engagement to the landing page and encouraging people to make an appointment.

Post-Op

We saw a 794% increase in traffic (year over year) to the cardiac landing page, with a 100% increase in new visitors. The campaign succeeded in its mission to increase awareness for heart disease and start a new conversation about cardiac care with fresh creative and a message that acknowledges human nature.

This campaign won Gold for Best Television in the 200–500 bed category, and Silver in the Overall Best Television category at the 2015 Hospital Marketing National.

794% INCREASE



web traffic



Awards:

GOLD

Best Television:
200–500 Beds
2015 Hospital
Marketing National

SILVER

Overall Best Television
2015 Hospital
Marketing National

GOLD

Social Media
Campaign:
300–499 Beds
2015 CardioVascular
Advertising Awards

GOLD

Best TV:
300–499 Beds
2015 CardioVascular
Advertising Awards
