

CASE STUDY

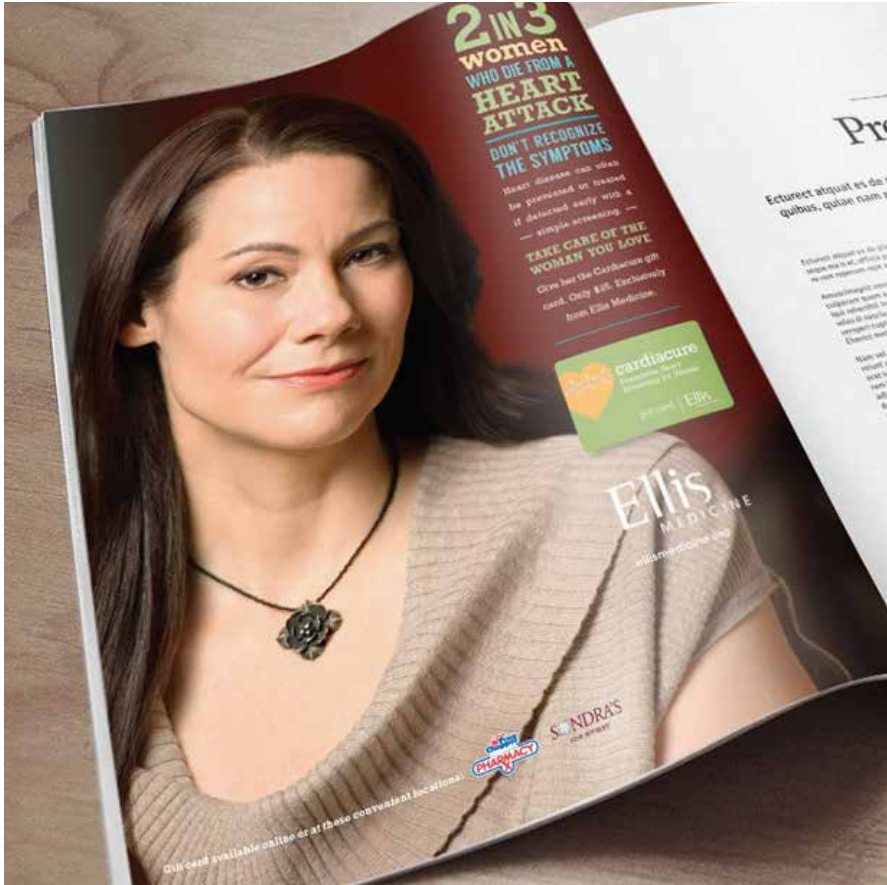
# The campaign that drove a 1250% increase in women's heart screenings.

Ellis Medicine | Women & Heart Disease Campaign

One in three women die from heart disease, ten times more than from breast cancer, yet women don't pay attention to heart disease. That's why we created the Cardiacure Gift Card campaign for Ellis Medicine's cardiac program – to make preventive heart screening easily accessible, and to give people a simple way to care for the women they love. The campaign quickly gained traction, increasing women's heart screenings from a couple per month to over 300 monthly. The 2015 Healthcare Advertising Awards' Gold and Silver-winning campaign reminded us all to take care of the women in our lives.

**100**  
NEW PATIENT  
APPOINTMENTS  
IN FIRST MONTH





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We knew busy women often neglect their own health, so we had to make the heart disease screening easily accessible and available to family members too.



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**1250%**  
**INCREASE IN**  
**women's**  
**HEART ❤️ SCREENINGS**

## Diagnosis

One in three women die from heart disease, which is 10 times more than the number of women who die from breast cancer, yet heart disease is often preventable. What's worse is that two in three women who die from a heart attack don't recognize the symptoms.

Smith & Jones was asked to create a cardiac-focused multimedia healthcare marketing campaign to educate women on the symptoms of heart disease and the importance of receiving a preventive heart screening. However, we knew that this alone wouldn't solve the problem because women are often so busy taking care of their families and working that they forget to take care of themselves. Because of this, we knew we had to find a way to make the heart disease screening easily accessible.

## Prescription

That's why we created the Cardiacure Gift Card, available online and at local retailers, which covered the cost of a preventive heart screening including consultation and referrals. This made it easy for women to pick up the card while shopping at their local pharmacies, and also allowed people to gift the heart screening to important women in their lives.

## Treatment

The healthcare advertising campaign included :30 and :15 television spots, in-stream video, display, Facebook, print, radio, and shopping cart advertisements that encourage members of the community to take care of the women they love by purchasing a Cardiacure gift card, just in time for Mother's Day.

## Post-Op

In the year before we launched the campaign an average of 20 women received the heart screening. After the campaign launched, 11 women received the heart screening per day.



### Awards:

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GOLD

TV Spot  
2015 Healthcare  
Advertising Awards

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SILVER

Total Advertising  
Campaign  
2015 Healthcare  
Advertising Awards  
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