

CASE STUDY

How a brave creative strategy drove a hospital's most engaging campaign in history.

Ellis Medicine | Women's Health Campaign

Women know that Bellevue Woman's Center is the go-to place for childbirth. That's a strong market position, but it's not the whole story. In reality, Bellevue offers a broad range of women's services, some unique to the market, but no one knows about them. The campaign we delivered touched a nerve, and generated more engagement than any campaign in Bellevue's history. .

60,000+
 **VIDEO**
VIEWS
ON FACEBOOK



Diagnosis

Our research uncovered just how often advertisers miss the mark with women. Stereotypes abound, and the condescending overuse of pink belies how little insight marketers have into healthcare's most powerful demographic. Rarely are women shown as powerful, independent decision makers.

Doctors miss the mark with women, too. In fact, studies show that women suffering heart attacks are one-third more likely to be misdiagnosed than men. Sadly, when a woman presents with symptoms, she often isn't taken as seriously. She may be prescribed an antidepressant instead of undergoing the life-saving procedures she needs.

Our strategic direction was clear. We needed to show that Bellevue uniquely understands women.

Highest
SOCIAL
ENGAGEMENT
EVER 

walking
down the street,
alone, at night

three words:
P.M.S.

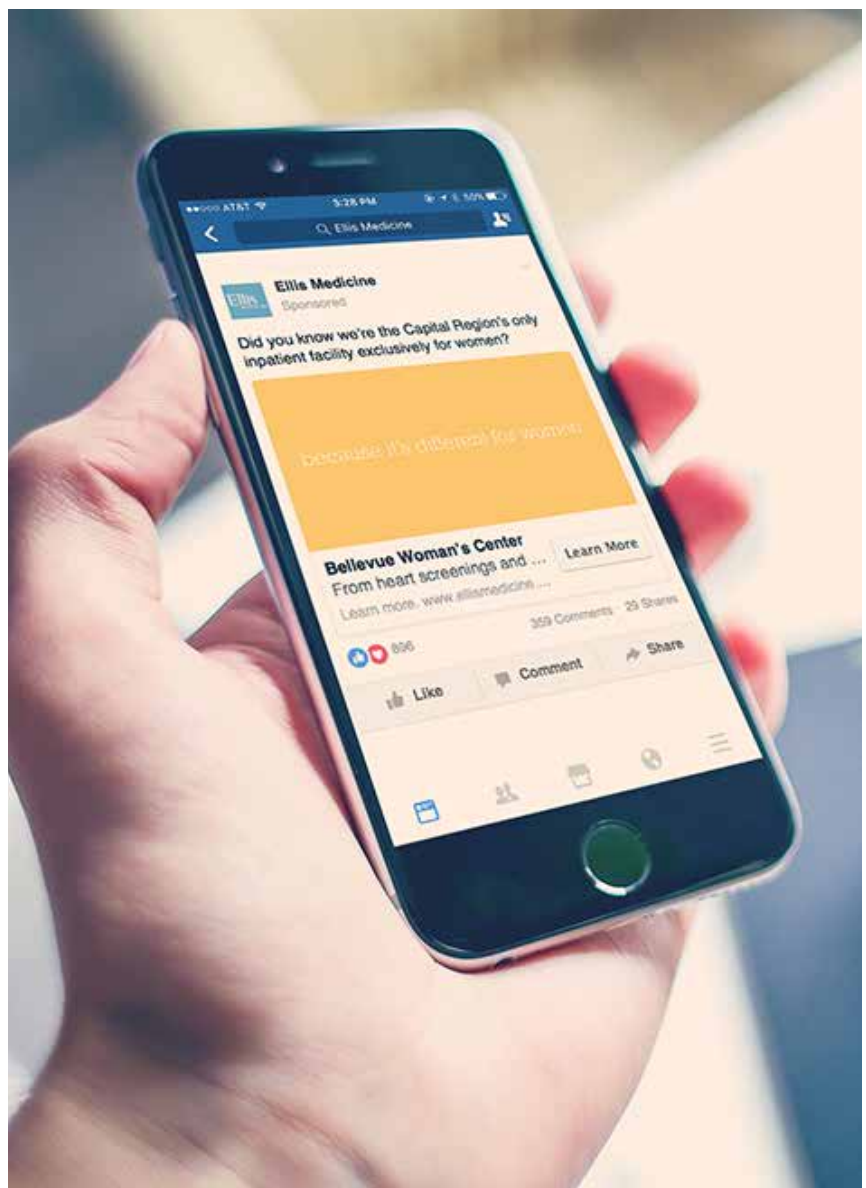
breaking
through the
glass ceiling

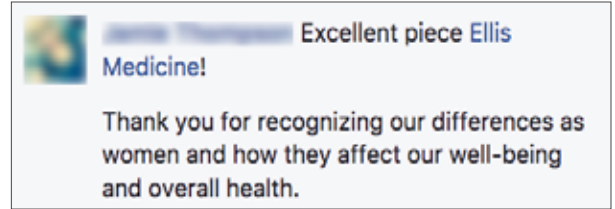
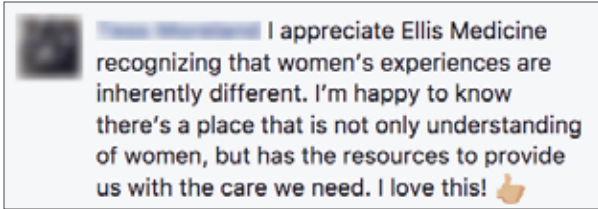
because
it's different
for women.

[learn more](#)  BELLEVUE
WOMAN'S
CENTER

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3





Prescription

Our creative goal was to lead a real conversation that included but transcended health issues. We wanted to pair thoughts about confidence with feelings about vulnerability, touching the broad range of emotions unique to women. To do this genuinely, we interviewed local women and asked them one simple question:

"What's different for women?"

We heard amazing stories. Personal fears about walking alone at night. Light anecdotes about feeling great in high heels. Intimate notes about serious health conditions only women face.

The answers were so compelling they became the creative pillars of the campaign.

Treatment

To hammer home Bellevue's unique understanding of women, we made the creative choice to shoot the video on a white void, sidestepping traditional depictions of women in advertising. To strike the right emotional balance, we used a mix of quotes. Some heavy, some light. Some clinical, others personal.

The real-world feel of this campaign, as well as our 2017 bariatrics campaign, was only possible because of Bellevue's commitment to anticipating and serving patient needs. While competing hospitals in the market continue to advertise their own doctors and administrators, Bellevue's true patient stories prove they understand the unique concerns women have.

Post-Op

The central creative concept of this campaign was a natural fit for social media. The results proved it, generating the most social engagement of any campaign in Ellis Medicine's history. Beyond clicks and likes, the video generated more than 60,000 views on Facebook alone.



Awards:

 SILVER
 Service Line: Women's
 Specialty Care Facility
 Aster Awards

 BRONZE
 Total Advertising
 with TV
 Healthcare Advertising
 Awards

 BRONZE
 TV, Single Spot:
 Healthcare Advertising
 Awards

 BRONZE
 Promotional
 Telly Awards

 MERIT
 Digital Video
 Healthcare Advertising
 Awards
