

CASE STUDY

Bariatrics Campaign Cuts through the Competition

Ellis Medicine | Bariatric Care Center

Marketing was working almost too well for Ellis Medicine's Bariatrics department. Patient volumes grew, awareness was high, and patients were ecstatic with Ellis' ability to deliver great outcomes and a superior experience.

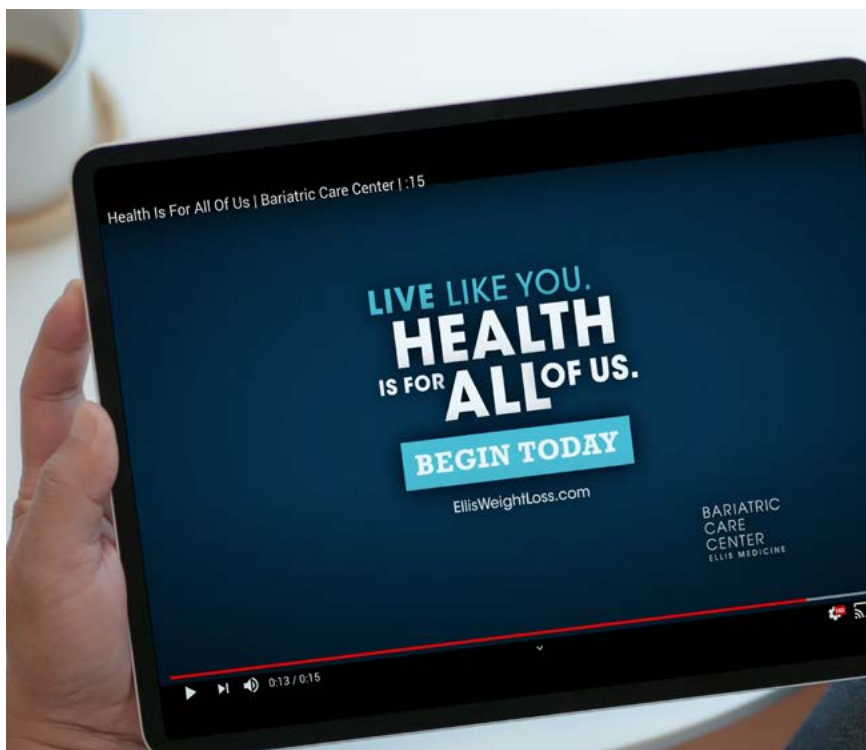
But when you've been on top for so long, the only place to go is down, right?

Not if you choose to raise the bar even higher. So that's what we did, with a provocative multi-channel marketing campaign that combated stigmas around weight loss surgery by debunking misconceptions and turning them on their head.

**GROWING
PATIENT
VOLUMES**



BARIATRIC
CARE
CENTER
ELLIS MEDICINE



IT'S NOT A SHORTCUT.
HEALTH
IS FOR ALL OF US.

You can, and you will.
Start your journey to better health
at the #1 bariatric center in the region.

BEGIN TODAY AT
EllisWeightLoss.com
518.347.9499

BARIATRIC
CARE
CENTER
ELLIS MEDICINE

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IT'S NOT FOR A FEW.
HEALTH
IS FOR ALL OF US.

Expertise and experience you
can trust, with the support you
need for long-term success.

BEGIN TODAY AT
EllisWeightLoss.com
518.347.9499

BARIATRIC
CARE
CENTER
ELLIS MEDICINE

LIVE LIKE YOU.
HEALTH
IS FOR ALL OF US.

The region's most comprehensive
bariatric program, designed
around what matters to you.

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BARIATRIC
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Research and Discovery

Ellis Medicine is known for having the most comprehensive bariatrics team in the market. They have three times as many bariatric surgeons as anyone else. And with a full complement of support staff, they closely partner with patients from first consultation through post-surgery counseling. This collaborative, compassionate approach is wildly different from market norms.

We knew we were dealing with something special here, but a series of focus groups helped us to hear directly from patients what motivated them to seek weight loss surgery, as well as what deterred others from making the choice. This research was complemented by interviews with key Ellis stakeholders and program staff. What we found is that there is often a lack of personal support for the person considering the procedure, and that it was common to feel shame about undergoing bariatric surgery.

Armed with this information and a vision for how we could help change the conversation, our team confidently moved Ellis in a new direction. Our position was to inspire patients by lifting up what matters to them, and grounding it in the comprehensiveness, expertness, and authority offered at Ellis. The bariatric program at Ellis was rebranded as the Bariatric Care Center to better tie in Ellis's suite of inter-connected services.

The Strategy

With the support of the Ellis team, we took a proactive approach to combating the stigma around weight loss surgery. Knocking down the idea that bariatric is a “shortcut” or “the easy way out,” our television spot and messaging was scripted akin to an athletic commercial. The Health is for All Of Us campaign positioned weight loss surgery as a tool and a first step to get you where you want to be. It would be more than a messaging theme, but a rallying cry

You are strong and powerful. You can accomplish this and Ellis, the number one bariatric program in the region, can help.

Health is For All Of Us allowed Ellis to focus on the person--their personal journey and supporting what matters to them--while reinforcing their own authority. The medical team, the care, and the long-term support at Ellis can't be found anywhere else.



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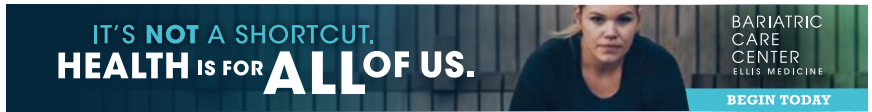
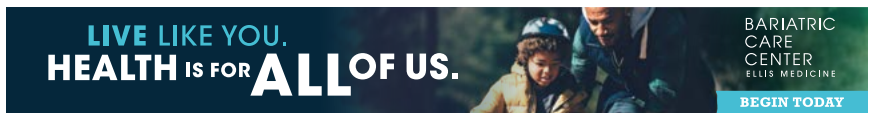
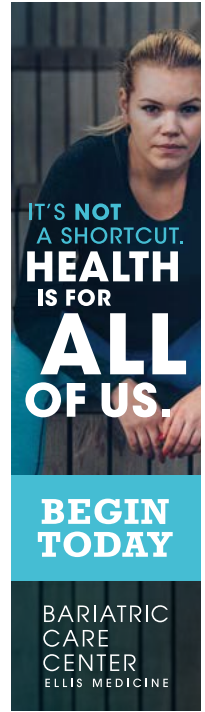
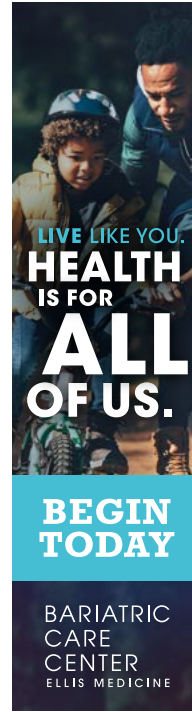
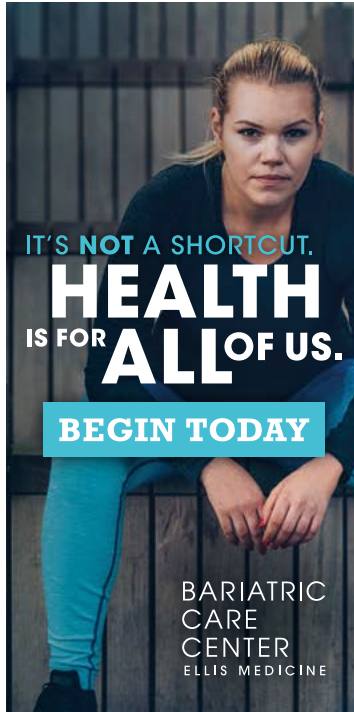
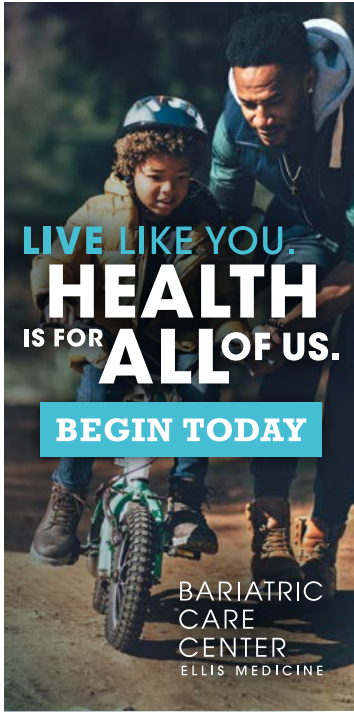
A Creative Approach

With campaign messaging created to flip the narrative, creatively we needed to do the same. Market research showed that bariatric surgery was always positioned the same way--with first-person testimonials set over sad music. It cast the idea that patients were living sad, unfilled lives before surgery and that they needed surgery to be happy. We rejected this sentiment, and our research backed it up. Making the decision to have bariatric surgery was a great pride point for the people we spoke with, and something they were excited to do. We wanted our marketing to reflect that.

By changing how we positioned weight loss surgery, we were helping to instill even more pride. We carefully selected imagery that showed people doing the things they loved--running, playing with their children, and spending time with people they cared about. We showed images filled with life, with determination, and joy. Bold, evocative imagery that demanded attention.

Our message was clear: weight loss surgery isn't a shortcut. Health is for everyone.

A fully integrated digital and traditional marketing campaign utilized a heavy media initiative, inclusive of: a dedicated bariatrics microsite, television and radio spots, pre-roll advertising, billboards, static and HTML digital ads, social media ads, print ads, and more.



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An Award-Winning Partnership

Health Is For All Of Us was an incredibly successful campaign for Ellis Medicine-- leading to more call volume than Ellis could handle and overwhelming support from bariatric patients at Ellis who felt this campaign celebrated them and their choice.