

CASE STUDY

When it Matters, Bellevue Woman's Center Delivers

Bellevue Woman's Center | Labor & Delivery Campaign

Bellevue Woman's Center came to us looking to increase brand awareness in the Capital Region and to develop a campaign that focused on the Labor and Delivery services offered at the hospital. Bellevue differentiates itself in the market by offering a "best of both worlds" option for families, providing a natural birthing center experience within an advanced medical facility.

They had a story we were excited to tell.



BELLEVUE
WOMAN'S
CENTER
ELLIS MEDICINE



Research and Discovery

A Research & Discovery phase kicked things off, helping us to understand what mattered to our audience when deciding where to have a baby. A series of focus groups gave us the chance to speak directly to new moms--including moms who had given birth at Bellevue and moms who had given birth at competing hospitals--to hear their experience in their own words. These honest, often raw, conversations made it possible to hone in on Bellevue's key differentiators, as well as expose opportunities where we could strengthen the Bellevue experience.

Interviews were also conducted with referring OB/GYNs. We wanted their opinion on what mattered to moms. We also wanted to learn what they knew about the services and experience offered at Bellevue, with follow up questions that gathered data related to what would make them refer a patient to Bellevue, or why they would refer them to a different hospital.

All data and information session findings were presented to the Bellevue team to ensure we were all making decisions from the same place of knowledge.



Creative Strategy

The Research phase allowed us to quickly hone in on the right creative strategy. In speaking to the new moms and other Bellevue stakeholders, we identified what mattered most:

- Being in control of her own birth experience
- Having her voice and wants heard
- Knowing what's going on and transparency from her medical team
- Flexibility in her care
- A care team capable of handling high-risk situations

We drew our line in the sand to say that for everything that matters to women, Bellevue delivers.

This was the best expression of how Bellevue differentiates itself from competitors, as well as how it fills the emotional need new families have.



Creating the Campaign

The We Deliver concept allowed Bellevue to pursue a communications strategy that distinguished Bellevue as an “it’s all right here” center for women. It is a safe place where women are listened to, respected, understood, and cared for in a unique way. Where they have access to the best doctors, nurses and specialists, and where they are able to craft the birth experience right for them, on their terms.

With the messaging established, a visual identity was created for the campaign. Mimicking the glow of pregnancy, our visual approach washes the women in a glow of blue or pink hues. It feels approachable, inviting, and warm.



Creating the Campaign

The Bellevue Delivers campaign was pushed out through a fully-integrated consumer campaign inclusive of:

- A campaign microsite
- A downloadable content piece that allowed women to easily create their own birth plan.
- A :30 spot used for television and the web
- :15s for pre-roll advertising
- Billboards
- Static and HTML5 digital ads
- Social media ads and Instagram filter
- Print ads
- Waiting room posters
- Transit advertising
- Table tents

Opportunities for branded merchandise also helped to make the brand internally relevant, as well. Employees are the foot soldiers of the brand. Giving them “swag” with the “I deliver” message helped them to embody everything Bellevue represents. Allowing staff to see the message in the hallway helped to reinforce the mission.

All advertising mediums drove visitors to the Bellevue Delivers microsite which allowed them to learn more about the services offered at Bellevue, download our Create Your Birth Plan content piece, take a virtual tour, or register for maternity classes.

In the end, the Bellevue Delivers campaign was overwhelmingly successful helping Bellevue Woman's Center to increase its visibility in the market and directly leading to increased service line interest.