

CAMPAIGN SPOTLIGHT

Multi-integrated 'Connections' campaign illustrates the importance of continuity

Continuity of themes and imagery is important in multi-integrated advertising. With so many different ads in so many different mediums, continuity ensures that the campaign will create a solid brand image in the mind of the consumer. That being said, how you execute that continuous theme is also vital to the success of the campaign.

For example, the "Connections" campaign for the University of North Carolina Health Care (UNC), a 708-bed facility in Chapel Hill, thoroughly engages the consumer with the use of consistent images and the theme of personal connections.

Each ad has a consistent page layout (short line of copy on top, a framing bar of color across the bottom, the UNC healthcare logo in the lower right-hand corner, the tagline "Leading, Teaching, Caring" placed below the UNC logo on every ad, and an image of a person). Each ad uses lines to connect the service described with the outcome. This allows consumers to develop a familiarity with UNC based on the continuous campaign structure.

As shown in the campaign pieces on pp. 22–27, the ads encourage consumers to connect to the message by following the lines to each phrase within the page.

The carefully selected stock photos are welcoming and draw the consumer in. With to-the-point phrasing and flow diagrams, a connection between condition, treatment, and overall emotion is made in a simple and compelling way.

For example, one ad briefly describes the eating disorders program. For the general consumer, the concept is constructed simply to instantly get the message across to the consumer using the 'connections' of the lines.

A line takes the reader's eye from the words "eating disorder" to the

words "comprehensive treatment," then to "empowerment," signaling the emotion the patient can derive from the treatment. A final line points the flow towards the UNC logo. Simple, straightforward, and clever, this campaign features the smiling faces of patients in candid moments and ensures

The Eating Disorders Program at UNC Health Care is the only university-based program in the Southeast. This preeminent program is tailored to the individual. Lasting recovery can be achieved through intensive inpatient and partial hospitalization programming, as well as comprehensive outpatient care. Empowerment is possible. You can discover the unparalleled support our Eating Disorders Program provides at unchealthcare.org.

EATING DISORDER

COMPREHENSIVE TREATMENT

EMPOWERMENT

UNC HEALTH CARE
Leading | Teaching | Caring

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that the consumer will associate the service with the provider.

The ads also tested well within focus groups.

"Though we used stock images, in the focus groups we conducted, we showed a mature woman in a pool doing exercises in one piece of the campaign for the geriatric line. The

women in the focus group swore they knew the woman pictured; though there was no way they could have. It showed us that people could relate to the images on a personal level," says Dan Dunlop of Jennings & Co., also in Chapel Hill, NC.

"Our philosophy is to take media to the consumer based on lifestyle,"

adds Dunlop, who is partial to movie theater advertising because it "captures people while they're living their lives."

According to Dunlop, this campaign was successful because it showed a positive return on investment (ROI) for UNC and also maintained an effective multi-integrated approach overall. ■

—Kandace McLaughlin

A colonoscopy is a relatively simple procedure that saves lives. If you're age 50 or older, you should have one every ten years to stop a very preventable cancer. UNC HealthCare has two convenient Endoscopy Centers, including our new Meadowcroft location, making it easy to schedule an appointment. More on our gastrointestinal services at www.unchealthcare.org.

COLONOSCOPY

GET ON WITH LIFE

UNC HEALTHCARE
Leading | Teaching | Caring



This ad was used to inform consumers of UNC Health's Endoscopy Center and the importance of regular colonoscopies after the age of 50.

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The Center for Women's Mood Disorders provides expert evaluation and treatment of mood disorders linked to hormonal changes: depression during pregnancy and postpartum, severe premenstrual syndrome, and perimenopausal depression. Treatment is comprehensive, informed by our research, and tailored to the individual. You can feel better. Learn more at unchealthcare.org or call (919) 966-9640.

PERIMENOPAUSAL
DEPRESSION

MOOD DISORDER
CENTER

ENJOYING
LIFE

UNC
HEALTH CARE

Leading | Teaching | Caring



This piece from the campaign featured information about UNC Health's Center for Women's Mood Disorders. It explains which diagnosed disorders are covered and provides contact information as well.



The ad below was used to promote the Spine Center at UNC Health. By showing a woman lifting her child, the piece brought an emotional tie to the services the Spine Center can provide.

Our doctors take a team approach to spinal injuries. Surgeons, specialists, psychiatrists, and physical therapists share knowledge to determine the best surgical and non-surgical treatments. It's a comprehensive approach designed to get you on your feet and moving again. For more information on our Spine Center, visit unchealthcare.org.

**SPINE CENTER
SERVICES**

FREEDOM

UNC
HEALTH CARE

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Above is a continuation of the Spine Center advertisement theme. This image was used for other components of the campaign, including movie theater advertisements and billboards.

ATRIAL FIBRILLATION

Learn more about Cardiothoracic Surgery at unchealthcare.org.

MINIMALLY INVASIVE SURGERY

STRONG HEART

UNC
HEALTHCARE
Leading | Teaching | Caring



This ad was used to promote cardiothoracic surgery at UNC Health. The campaign successfully advertises many different service lines while staying consistent to the overall message and theme.

University of North Carolina Health Care (UNC)

Chapel Hill, NC • 708 beds

Contact: Suzanne Herman,
Director of Public Affairs
and Marketing

Agency: Jernings

Agency contact: Dan Dunlop, President

Objective: To develop awareness
of specific service lines
at UNC

Target: Varied by service line

Media: Print, online, radio,
outdoor, airport, movie
theater

Program budget: 90% of annual advertising
budget

Web site: www.unchealthcare.org