



Agency Name: Horizon Media

Ad Campaign Name: Hello humankindness

Advertiser Name: Dignity Health

1. **Challenge.** What is your client's business and what was their business challenge?

Dignity Health had a brand awareness of close to zero (.01%) in Southern California, and had never executed a broadcast buy in the market. As a newer hospital brand, they needed to separate themselves from the sea of competitive hospital chains in the area - and demonstrate the difference of Dignity. Dignity Health was formed around the premise of bringing dignity and compassion to healthcare, so their main goal has been to grow patient traffic for each of their hospital locations while building their brand around the platform, "Hello humankindness."

2. **Objective.** What was the campaign objective?

Our job was to establish broad awareness in the lucrative Southern California markets by highlighting the differentiating human touch in Dignity's health care.

3. **Plan.** Why did you plan local broadcast TV?

We looked to execute an integrated video buy that would tell the Dignity story while delivering a maximum level reach and frequency to really build our struggling awareness. As our demo was slightly older (35-64), we evaluated KCBS/KCAL as the optimal strategic partner to increase brand awareness efficiently. From 11/07/15 through 6/5/16, we ran custom Dignity Health vignettes during the morning news hour. Vignettes captured real stories Acts of Human Kindness from all six (6) So Cal locations. Each vignette highlighted a person who went over and beyond to show human kindness, and included snippets of interviews and b-roll footage shot by the KCBS production team.

Promos and digital support also encouraged listeners to submit their own Acts of Human Kindness in their local So Cal markets. By opening up the opportunity with a call-for-submission, we were able to engage the entire community, and extend our celebration of human kindness to all of Southern California. Furthermore, to increase our footprint, we secured a local integration into *The Doctors* - with a vignette segment that further highlighted the power of human kindness in the healthcare space.

4. **Platforms.** Which TV station ad platforms did you buy?

- On-air: KCBS / KCAL ran tune-in to watch and *Inside So Cal* Call for Submissions: 30x to help raise awareness of the empowering "Hello humankindness" stories. Each "Hello humankindness" vignette aired at least 5x per week every Wednesday and Friday (Wed on KCAL and Friday on KCBS). These engaging customized vignettes are all anchored by station host Erica Olson to give continuity. Each vignette features a moving human-kindness story and concludes with encouraging listeners to submit their stories via customized webpage. In addition to the customized vignette, to widen their health footprint, Dignity Health was a sponsor of *The Doctors*. This a series of: 30-second health tips feature Dr. Travis Stork sharing fresh, engaging information on a variety of health and wellness topics. All tips culminate with a: 10/:15-second Dignity Health message. These spots aired during *The Doctors* (KCAL 11a) and news programming.
- Online: This campaign will be supported with an extensive on-line promotional media schedule with web banners, :15 in-banner, pre-roll, 2x page takeovers per month and in-stream video commercials to run across the CBS Los Angeles website & streaming audio players. In addition,

all on-air vignettes will be repurposed and posted online at CBSLA.com. This campaign had a great digital extension to the vignettes/sponsorships Dignity Health to increase their footprint in So Cal area.

- Mobile: All items on CBS page were available on mobile.

5. **Results.** Please share results. How did the campaign make the register ring?

Our campaign delivered big. In six months, we successfully raised brand awareness by 700% - with a TV buy that over-delivered by 114%. Importantly, the digital extensions for our campaign wildly exceeded expectations! In Q1, DH received 3.9MM impressions (195% over the 2MM guaranteed) with a .14% CTR, and in Q2 DH received 6.3MM impressions (215% over the 2MM guaranteed) with a .21% CTR. In addition to these metrics, Dignity Health hospital locations had a platform to bring their unique stories to life, raising staff morale and all-around expectations for this renewed sponsorship for FY17.

6. **Scale.** Do you have plans to scale this campaign to more markets?

The client has renewed their sponsorship for 2017.

7. **Tell Us More.** What else is there to know?

Due to the buy being incremental in the market, Dignity Health was also able to participate in a CBS Eco Media project. This consist of two projects. One in San Bernardino Valley to educate adults about Type 2 diabetes. Also, a day camp that took place at Hollywood camp teaching families of children with type 2. The two projects gave a total of 85k to the education and support of people with diabetes.