



Agency Name: Cactus

Campaign Name: "You Wanna Fight?"

Advertiser Name: University of Colorado Health

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

As one of the leading hospital systems in the Rocky Mountain region, the University of Colorado Health System (UCHealth) is in the business of saving lives. As with most healthcare providers, they share the same challenge: most people don't spend the time to consider their options for medical care when they are well, yet when a patient is diagnosed with a critical illness, such as cancer, there is little time to waste.

For this campaign then, our specific business challenge was to educate Coloradoans about the renowned cancer programs at UCHealth should that moment of need arise, as well as point potential patients who have an immediate need for care in the right direction.

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

Our objective was to create awareness and recognition of the outstanding outcomes of UCHealth's cancer program to drive patient volume now and into the future.

3. **Plan.** Why did you plan Local Broadcast TV?

For this campaign our media team knew a high-reach schedule, to create impact and frequency among such a broad audience, was pivotal to driving awareness and recognition of UCHealth's cancer program credentials.

Our media strategy worked in two phases.

Phase one included high impact and attention-grabbing vehicles, strong enough to grab the attention of the user and placed within an environment where the user can easily be directed to "learn more" through a ubiquitous second screen (i.e., tablet / mobile / laptop). This was emphasized in our local broadcast media buy.

Our media buying team determined that local broadcast TV allowed us to generate a 98 percent reach against our target audience, adults 35-64, living in the Denver DMA. Recognizing that our creative team had a powerful, emotional, "stop-you-in-your tracks" creative concept planned, and by utilizing local broadcast TV we knew we were able to deliver a compelling brand experience, at scale, that empowered viewers to establish an emotional connection with the mission of the UCHealth's cancer program.

Phase two utilized a mix of contextually and audience-based targeting through digital media platforms that could deliver multiple message strings at high frequency among a highly qualified audience.

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

After a clear understanding of our business challenge and communications object, we quickly went to work maximizing our client's budget to meet their business objectives by utilizing an integrated media approach with a focus on local TV.

Given the parallels introduced in the creative between gearing up for a sports game and the same 'body and soul' preparation that goes into battling an illness like cancer, our media buying team looked for tent pole programming that would increase message resonance.

With buys on the four major networks in the Denver DMA, the team focused a large part of their media investment in sports, purchasing packages during Colorado Avalanche hockey games, as well as spring prime time, and local and early morning news. With this strategy we were able to attain an impressive reach of 98 percent ensuring that our primary target audience, adults ages 35-64 with HHI of \$75k, were exposed to our powerful message.

Our supporting elements of online media targeted those users who've demonstrated an interest in learning more about cancer identification and treatment options through search on Google and Bing and site retargeting through Chango. We used contextual targeting on top health sites, such as WebMD and the AdPrime Health Network, as well as major Denver area websites with the DenverPost.com. We then tied all of this together with a cross-platform (i.e. tablet/mobile/laptop) campaign through TapAd that allowed us to maximize frequency and overall message retention.

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

The campaign was a resounding success. Given an initial stretch goal of delivering a 20% increase in patient volume within the first 12 months, CUCC actually saw a 42% increase in net patient volume vs. the year prior. Additionally, brand advertising recall scores for the overall system brand (UCHealth System) have also increased over the same period (+5%).

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

The UCHealth cancer campaign was our first attempt to use a more specific service line message to drive both awareness and action. Through this campaign we've learned that you can do both. For future communication plans we are working to replicate the success we saw by using local TV to build broad awareness and message retention, pairing that with more targeted digital tactics that reach qualified users to drive lead volume.

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

UCHealth System is a relatively new system, borne out of rush for consolidation brought about by the Affordable Care Act. As one might imagine, when and multi-billion dollar health-care organizations are forged through consolidation and acquisition it can create significant strain on the organization's most important asset: it's staff.

Feedback from the client has underlined that while this campaign was an unqualified "technical" success, in that it drove significant patient volume, it had an added benefit. The boldness of the creative, coupled with the volume and prime-time placement of the advertising has helped create a sense of positivity and pride among the staff, which in turn has aided in the evolution of this new healthcare system.