



## Case History: Trinity Health Of New England

### Challenge:

It was February 2020. Trinity Health Of New England needed to boost public awareness of their service lines, starting with cardiovascular services. Modest budget, big goals—nothing new to us. We developed a solid testimonial concept for a 360° advertising campaign with a unique twist: we were going to share a patient’s story through the eyes of a loved one, through interviews with family and friends.

The client was excited and we were ready to roll. Then, out of nowhere, COVID-19 shut the whole world down. In-person interviews were no longer an option. We were back to the drawing board, still determined to meet the deadline and achieve great results.

### Strategy:

Without skipping a beat, our creative team dreamt up a whole new approach. Viewers would watch as a patient’s daughter composed an email to her father’s caregivers expressing her gratitude for saving his life. Heartwarming photos, Trinity professionals at work and a moving soundtrack would all contribute to the emotional impact. It felt immediate, relevant and especially poignant. A concept that went straight to the heart—in more ways than one!

We spread the limited budget across three metro markets, laser-targeting viewership based on the service line being promoted. We deployed linear TV, connected TV (OTT/CTV), paid search, social and programmatic display ads, traditional radio, streaming audio, print, billboards and signage.

### Results:

Appointments for elective procedures and preventative health appointments, which had been in serious decline, were reinvigorated. The campaign performed beyond expectations. Interest in Trinity’s cardiovascular services bucked the trend and surged.

In response to the great results, this campaign was expanded and we ended up applying the same approach to other key services lines, including bariatrics, multiple sclerosis, orthopedics and women’s health.

