

A view from the top

Using Consumer Insights to Drive the Development of an Award-Winning Brand Campaign

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THE CLIENT: A major teaching hospital located in the highly competitive metro New York, Mid-Atlantic region.

THE CHALLENGE: Develop a brand strategy to support an exceptionally challenging capital campaign.

THE SOLUTION: A comprehensive consumer market assessment study and validation of the corresponding creative concepts using an ad testing platform.

THE RESULT: The market assessment and ad testing results were critical in the success of this award-winning campaign. The research initiative provided the hospital's marketing team the ability to develop an efficient, results-driven marketing campaign they were confident would succeed. The ads outperformed both baseline metrics and other competitive ads in the market. Within twelve months, **the capital campaign generated over 20% of its baseline fundraising goal.**

A major teaching hospital needed an upcoming ad campaign to really come through...

Capital campaigns are familiar to anyone working in healthcare. Our client was about to launch their most challenging campaign to date, and they realized that a consumer-focused advertising campaign was needed. However, a series of key stakeholder interviews revealed that some stakeholders felt that the hospital had a weak brand image and low awareness. They were also up against competitors in New York City and it was assumed that people preferred the big city

hospitals.

However, we were not convinced. Key stakeholder interviews are important, but consumer input is as well. We knew we needed to analyze the opinions and perceptions of consumers in their primary and secondary service areas to develop a picture of what their brand stood for. The insights were critical in developing the brand platform, pillars and ultimately the brand advertising campaign.

Market insights

We developed some core research objectives and a comprehensive questionnaire. Once approved, the research project consisted of 230 consumer interviews done by phone over a period of five days.

The objectives were to determine:

- the competitive position of the hospital
- key strengths (as well as weaknesses)
- critical brand attributes

The data revealed that the hospital:

- had strong brand awareness
- was the hospital of choice by more than double its nearest competitor
- was recognized as having facility newness, which demonstrated innovation and being on the cutting edge
- had a high level of technology, physician leadership and strengths in certain service lines

Using Research to Build a Brand

The results from the consumer assessment study became the foundation for the general advertising and capital campaign communication initiatives. The campaign included a strong voice and multiple mediums. It also communicated the relationship the hospital maintained with the community, which the survey results clearly demonstrated. The style of the ads was also driven by the research, which provided a blueprint on how to stand out in the crowded NYC marketplace.

Confidence Through Ad Testing

Based on the research, the ad team developed three concepts and tested each. The ads were tested with a panel of consumers representing a cross-section of the population in several media formats including print, outdoor, television and radio. All the executions were tested for likeability, meaningfulness, believability and persuasion.

“We Belong to You” became the winning theme and brand positioning platform.



Award-Winning and Outperforming

The campaign launched in the fourth quarter of 2015 and concluded at the end of May 2016.

The pretest ad metric scores for “We Belong to You” were rated “best in class.” Using an average baseline of 50%, the ads scored in excess of 65% in all three rating categories, with an overall campaign rating of 63%.

A unique marketing microsite was created for the ad campaign to measure results using metrics such as website visits, landing page views and new appointment requests.

Based on the targeted mediums, the campaign clearly outperformed, both in strategic placement and ad content. Within twelve months, the capital campaign generated over 20% of its baseline fundraising goal.

UNIQUE
WEBSITE VISITS
420% ABOVE
PROJECTED BASELINE

AD RECALL
15% HIGHER
THAN
INDUSTRY
AVERAGES

About the Author:

Mike Slusarz is a proven marketing executive, and a nationally-recognized motivational speaker and author (Positioning your Brand in the Digital World, Optimizing the Customer Decision, Change Communications: Engaging your Employees and Market, Today's Digital Customer and Core Messaging for Successful Mergers). Mike began his career with RCA and then General Electric, and has held senior leadership positions with Barnabas Health, New Jersey's largest health care system, and The Marathon Group, an award winning advertising and branding firm he created.