

Extending the Life and Effectiveness of Brand Awareness Campaigns

For One New Jersey Medical Group, One and Done Was Never Going to Get Enough Done

Most healthcare marketers are familiar with one-and-done marketing. They're those campaigns that may look fine at first, but ultimately do little to support long-term brand strategy — or be extendable to other locations and needs. That makes this sort of approach **significantly** less cost-effective with limited healthcare marketing communications resources. New Jersey's Summit Medical Group (SMG) turned to The Roberts Group to avoid these pitfalls — and you can, too.

The Urgent Need to Use Resources Effectively

SMG is recognized as a premier multispecialty medical group in the New Jersey/New York metropolitan area, employing more than 550 practitioners and 2,000 employees while supporting more than 80 medical specialties and services.

Starting in summer 2015, SMG challenged The Roberts Group to deliver breakthrough creative and unexpected tactics (including new media) for its new Urgent Care Center location in Livingston, N.J.

Initial research identified the challenges of reaching consumers in a cost-prohibitive television market that includes 29 counties in New York, New Jersey, Connecticut and Pennsylvania. That led us to explore a combination of traditional and digital media tactics that would fit within defined budget parameters and strategically reach target audiences in and around Livingston.

Easily Extendable Creative and a Remixable Media Mix

By placing a bold, red URGENT office stamp over black-and-white photos of different body parts, the chosen campaign concept cut through clutter in ways that could be repurposed in multiple executions and additional locations.

Traditional media tactics included direct mail, newspaper ads, billboards, mall ads and a special ZoomFitness package that combined digital signage and locker room billboards to reach healthy and active consumers at six health clubs within a five-mile radius of the center.

Digital tactics included everything from Facebook ads targeting an estimated 320,000 Facebook users within five miles of the center to a multitier digital campaign that targeted in unique ways, such as mobile geofencing. We even developed a Pandora radio campaign that combined a 30-second radio spot with banner ads.

Two (And Still Not Through)

Thanks to an overwhelmingly positive community response, SMG asked us to help them launch another Urgent Care Center in Florham Park, N.J. While the creative remained consistent, we slightly remixed media based on demographics in the new location, replacing billboards with transit (bus, rail, train platforms). And we're ready to do the same the next time SMG extends this campaign.

Early Returns on an Extendable Campaign

3,600-9,500 Estimated daily **Facebook impressions**

885,807 **Digital impressions** (over delivered by 135,807)

2,500,000+ Total **out-of-home impressions**

5.94% **Three times higher** click-thru rate than health and medical category average

11,508 Total **Google AdWord impressions**

662,519 **Pandora impressions**

.92% **Pandora click-thru rate**, two times above average

Targeted Direct Mail Sent to **optimized payers** in a **3- to 5-mile radius** of the Livingston location

67,653 **ZoomFitness digital impressions** (35,280 estimated)

CLIENT PROFILE

New Jersey's Summit Medical Group (SMG) employs more than 550 practitioners and 2,000 employees supporting more than 80 medical specialties and services. SMG focuses on a patient-centered approach to care, has a long-standing tradition of excellence and also keeps pace with today's changing healthcare environment. SMG is recognized as a premier multispecialty medical group, serving patients in the New Jersey/New York metropolitan area.

