

New York Presbyterian Queens

Problem

How does a new hospital facility gain recognition in a highly competitive market?

Solution

By selecting specific OOH formats to remind locals of its unique offerings.

Background

Queens had a highly competitive hospital market, but residents were unaware of their local health facilities. New York Presbyterian Queens replaced New York Hospital Queens, and the new facility began employing the best doctors in the community.

Objective

The campaign was meant to sell New York Presbyterian Queens as the hospital of choice in the community. It was specifically targeted at local residents to drive new traffic into the hospital and build brand awareness.

Strategy

The company selected specific OOH formats to enforce local preference of New York Presbyterian Queens within the region. It was able to capture an ideal audience by targeting the ads at specific geographic locations. Bulletins hit the busiest roadways, accompanied by bus shelters and bus kings. Additionally, mall media was installed to target consumers in the community's most frequented shopping centers. Street pole banners called attention to the hospital itself and the surrounding blocks.

Plan Details

Markets: Queens, New York

Flight Dates: February 20, 2017 - May 28, 2017

OOH Formats Used: Bulletins, bus kings, bus shelters, pole banners, and mall media

Target Audience: Queens residents

Budget: \$422,000

Results

The agency and client were both highly impressed with the campaign. It generated 42,399,739 eyes on impressions for the bulletins and bus shelters. It also received an estimated 16,712,334 impressions for the bus kings and 52,500,000 impressions for the pole banners. Monthly mall traffic was approximated to be 5,440,000 at Queens Center and 1,550,000 at SkyView Center, two of the most popular shopping locations.

Testimonials

The client was inundated with calls from vendors saying, "they saw New York Presbyterian Queens everywhere."

