

AltaMed Health

Problem

How does a pediatric facility attract families when surrounded by competitors?

Solution

Create a family-friendly billboard campaign, targeting the underserved local population.

Background

The OOH was created specifically to increase awareness and drive traffic to AltaMed's site located within Children's Hospital Los Angeles.

AltaMed offers a number of services through a variety of clinics; however, this site is specifically for our pediatric care and is surrounded not only by the hospital but also by a number of competitors. Therefore it was important to create awareness of its services and, because of where it is located, to have people call AltaMed to make an appointment.

Objective

The campaign used a stand-alone billboard, supported by general awareness building OOH throughout the community. The target market was the underserved population within a 3 mile radius of the location.

Strategy

The idea was to find a warm, friendly way to address AltaMed's audience and capture their attention and to have mothers feel comfortable that the company will take good care of their children.

Plan Details

Markets: Los Angeles

Flight Dates: September 2015 - November 2015

OOH Formats Used: Billboard, transit

Target Audience: Hispanic

Budget: As there was a larger brand awareness campaign in place and this board has a specific purpose, this was a very small portion of the overall budget.

Results

AltaMed saw an increase in traffic and anchored clients to the location with 97%.

