

GENESYS

Problem

How does a health care system highlight a specific service within the system?

Solution

Use OOH formats to establish consistent brand exposure within the community.

Background

Genesys is a regionally integrated health care delivery system, comprised of a complete continuum of care primarily servicing Genesee, Shiawassee, Lapeer, Oakland, Livingston and Tuscola Counties. For this particular branding, Genesys wanted to offer a dedicated Pediatric Emergency Service Unit and Pediatric Urgent Care Center with services created for children and their families.

Objective

The campaign objective was to target families with children in the Genesee and Oakland County area.

Strategy

Permanent bulletins and a full-wrap bus were selected to tie in with other media. Locations were strategically placed on major freeways to provide continuity and frequency, creating the consistent brand exposure that was critical to the success of this campaign for the target area.

Plan Details

Markets: Detroit

Flight Dates: March 2013 to the present

OOH Formats Used: Bulletins, bus wrap

Results

Genesys is in the process of analyzing results and does not have completed results on the entire campaign. However, since its initiation, many positive comments have been made about the campaign and how it is leading the way for better care for superheroes, fairy princesses, cowboys, movie stars and every kid in between

