

## Memorial Sloan Kettering

### Problem

How does a cancer center raise awareness of its world-class services?

### Solution

By utilizing OOH formats in close proximity to hospitals in surrounding markets.

### Background

Memorial Sloan Kettering (MSK) Cancer Center was a premier hospital with a mission to provide world-class cancer care services. The campaign focused on branding its hospital as the number one cancer facility in the Northeast. Its facilities were located in New York, Long Island, New Jersey, and Westchester. Competitors had a very strong presence within the market. MSK needed to increase awareness tremendously in order for it to break through the hospital clutter.

### Objective

The objective of the campaign was to raise MSK regional awareness and create recognition as a leader in cancer care. The company wanted to promote specific hospital locations while keeping the overall campaign intact with consistent messaging. The goal was to utilize OOH to target hospitals as well as key high-traffic areas that reached native residents. This would also create an opportunity to show different aspects of the MSK value proposition.

### Strategy

There were four plans formulated separately for the New York, Long Island, New Jersey, and Westchester markets. Each had a different role utilizing multiple OOH formats in close proximity to the hospitals, while remaining in conjunction with each other. The company used custom planned placements on LinkNYC devices. Units were purchased based on impressions against the target audience. It focused on locations directly near MSK hospitals and in rural neighborhoods to minimize the amount of wasted impressions. Digital and static bulletins showcased high-impact media targeting traffic near Citi Field, Yankee Stadium, and Queensboro Bridge. MSK had a promotional deal with the baseball stadiums, along with a dominant unit located as close to the hospital as possible. Urban Panels, digital newsstands, and an on-the-go network were located in Manhattan near relative facilities. Every location was strategically planned to ensure ads above and below ground were tied together. The Long Island transit formats included sheet posters and car cards distributed evenly with competitive separation. Two-sheets were chosen to reach commuters traveling between Long Island and New York. Digital screens went live during Memorial Day and Labor Day weekends to take advantage of holiday shoppers at Roosevelt Mall and Smith Haven Mall. Roosevelt Field Mall was the first largest mall on the east coast and Smith Haven Mall was the third. MSK mall placements drove awareness and familiarity of its regional facilities by establishing a continued presence in local media outlets and the surrounding environment. In New Jersey, ferry dioramas and posters were located in Highlands Terminal, NYWW Belford Terminal, and Atlantic Highlands to reach commuters from the high-income neighborhoods in the Northern region. Digital dioramas and sky banners were placed throughout Bridgewater Commons, Menlo Park Mall, and the Mills at Jersey Garden to influence consideration for shoppers. The Westchester execution also incorporated digital dioramas and sky banners in New Jersey malls, such as The Westchester, Galleria at White Plains, and Stamford Town Center. Two-sheets and car cards were featured along the metro's North Line.

### Plan Details

Markets: Five boroughs in New York, Long Island, New Jersey, and Westchester

Flight Dates: Four to eight weeks depending on the market and media mix

OOH Formats Used: LinkNYC units, digital and static bulletins, urban panels, digital newsstands, sheet posters, car cards, digital screens, mall placements, digital dioramas, and sky banners

Target Audiences: Adults 40+

Budget: \$1 Million - \$2 Million

