

USC University Hospital

Problem

How do you raise awareness in a highly competitive landscape?

Solution

Use OOH formats in high profile areas to reach potential patients and increase brand recognition.

Background

In 2009, USC University Hospital and USC Norris Cancer Hospital commissioned a market research study revealing very few Los Angeles residents have heard of the hospitals. Low levels of consumer awareness made it difficult for the hospitals to improve patient volume.

USC University Hospital and USC Norris Cancer Hospital share a market with many outstanding hospitals, many among the most recognized in the region. Many consumers who claimed to know of the hospitals actually mistook them for LAC+USC Medical Center.

Objectives

The primary objective was to improve awareness of USC's private hospitals.

The target audience for the advertising campaign was college-educated women between the ages of 45 and 64 with incomes above \$75,000 who research their health care options when they or their loved ones face a healthcare challenge. The campaign sought to deliver the ad message to more than 80 percent of the target audience an average of five times every week the ads were run.

Strategy

A media mix, including digital media, OOH, radio and print was recommended to deliver the message.

OOH advertising was recommended as a cost-effective way to quickly and impactfully build brand awareness in the areas where consumers were most likely to consider the hospitals. Permanent billboards were posted near the USC Health Sciences campus to reach people whose regular travels take them near the campus and help them understand where the hospitals are located with directional messaging. Rotary billboards were used on freeways targeting areas east of downtown Los Angeles and commuters from Orange County. The agency recommended a portion of the budget be set aside to take advantage of remnant billboard space. This dramatically increased the number of people reached with the billboard message at a discounted rate.

Unique, high impact OOH opportunities were used to help the USC hospitals message stand out from other hospital advertising. OOH advertising in Union Station reaching 1.3 million commuters near Health Sciences Campus was recommended. The



walls, floors and pillars of the station were used in unique and creative ways to deliver the message. Messaging was extended to commuter trains on the Gold Line targeting passengers from Pasadena. Advertising on and inside shuttle buses that take passengers through the Health Sciences Campus was used to reach USC students, faculty and staff. In addition, a cutting-edge video wallscape was recommended near the Staples Center to deliver high impact for an unfamiliar brand.

Plan Details

Markets: Los Angeles, with an emphasis on areas east of downtown, Pasadena and commuters from Orange County

Flight Dates: January - June 2010

OOH Formats Used: Billboards, station dominations, commuter train cards, shuttle bus ads, backlit displays, video projection



Results

The campaign generated many positive responses from residents, faculty and staff.