

UC Irvine Health

Problem

How does a medical facility make the local community more aware of its ground-breaking cancer treatment?

Solution

Promote its many outstanding and unparalleled services through OOH busses and billboards circulated throughout the region.

Background

Prior to the launch of the Anti-Cancer campaign, UC Irvine Health was the market leader for a wide range of cancers, but sought to increase market share for the following:

- Brain Cancer
- Breast Cancer
- Colon Cancer
- Lung Cancer
- "Other GI" Cancers (Esophageal, etc.)

OPPORTUNITIES

- Many UC Irvine Health physicians who treat cancer specialize in one to two types of cancer
- Many UC Irvine Health doctors lead their peers nationwide
- Many UC Irvine Health physicians have invented groundbreaking treatments other doctors want to use
- As the only academic medical center and comprehensive cancer center in the area, UC Irvine Health can offer clinical trials no one else can
- More science-based research by more specialists
- Individualized care / molecular level
- Everyone at the facility is passionate about making patients cancer free
- Market research indicated UC Irvine Health had great opportunity to increase our cancer brand's top-of-mind awareness

Objective

At the onset of the Anti-Cancer campaign, UC Irvine Health sought to increase awareness of its cancer services throughout Orange County. Patient demographics were wide-spread across many geographic, economic, gender and age segments. Objectives included:

- Increase clinical presence / serve more patients
- Focus on Orange County market
- Reduce outmigration of patients
- Align with NCI designation
- Develop a bold, defining campaign to set UC Irvine Health apart



Strategy

- Increase UC Irvine Health's share of voice within the Orange County market
- Leverage UC Irvine Health's depth of knowledge and skill
- Create bold differentiation among local competition

Plan Details

Markets: Orange County

Flight Dates: March 2016 - June 2016

OOH Formats Used: Bulletins and Bus

Target Audience: South Orange County

Results

Delivered 4 week impressions of 3,331,364 with bulletins and 3,791,700 impressions with transit.

Testimonials

Patrick Patterson/ Director of Marketing and Communications at UC Irvine Health, "The OCTA buses and freeway billboard have been a great way to raise awareness of our Anti-Cancer campaign throughout Orange County."

