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.”