

Case Study: Healthcare

Objective

Babies born with congenital heart defects often age out of pediatric care by age 18, and, by the time they're adults, 80% are not receiving the ongoing care they need. Focusing on this issue, a leading children's hospital partnered with Vistar Media to drive hospital preference and patient intent among individuals born with congenital heart defects and their loved ones, through digital out-of-home and mobile media.

Approach

- Leveraged Vistar's proprietary geospatial technology and location data to activate programmatic DOOH media at contextually relevant venue types, such as in gyms, malls and select doctor's offices
- Employed a cross-screen strategy, first reaching consumers across multiple touchpoints throughout their day with DOOH and further engaging the exposed audience on mobile
- Conducted a brand study to evaluate the impact of media exposure on campaign effectiveness

Key Insights

- Vistar's cross-screen DOOH and mobile execution within the campaign successfully drove lift across all key metrics.
- Cross-screen exposure amplified ad effectiveness. Compared to single-screen exposure, individuals retargeted on their mobile devices displayed greater performance lifts across awareness, consideration and recommendation.
- Displaying campaign messaging on DOOH screens in select doctor's offices drove the greatest lift in awareness and consideration, indicating the power of reaching your target audience in contextually relevant locations.
- This children's hospital experienced the greatest brand awareness lift from pre- to post-campaign amongst the competitive set, further demonstrating the effectiveness of the campaign.
- The brand's multimedia campaign won Best Integrated Strategy at The Drum's Search Awards USA 2018.

Results



+28% LIFT
RECOMMENDATION



+3 MINUTES
MOBILE ENGAGEMENT



+34% LIFT
CONSIDERATION



+45% LIFT
AWARENESS