Problem
How does a specialty center increase awareness in a small market?

Solution
Use OOH formats to reach the general population while also targeting the core demographic.

Background
30 million Americans have problems with varicose veins in their legs that are both unattractive, painful, and most importantly, unhealthy. Yet less than 10 percent of those people do something about it. Many do not realize that a simple, minimally invasive procedure can correct the problem.

Objective
The campaign concept was to attract the attention of the more than 90 percent of people with vein problems and spur them into action.

Beaumont has three major hospitals along with several ambulatory centers where these procedures can be performed which were plotted on a map to target geographically. The primary target demographic was women 35-54

Strategy
The planning team created two consecutive outdoor boards, one with legs covered up that said, “Stop Hiding your Legs,” and the other with attractive legs showing with “Beaumont Vein Center” and a number to call.

Specific locations were chosen based on percentage composition against the target demo and within a 10-mile radius of Beaumont Hospital’s footprints.

Plan Details
Market: Detroit  
Flight Dates: 12 weeks  
OOH Formats Used: Digital bulletins and posters  

Precise targeting was key as the budget for the Vein Center was limited compared to other hospital specialties.

Results
There was a 25 percent increase in referrals to the Vein Center at Beaumont when these boards were posted. OOH was the only medium used.