

Parkland Health

Background

The advertiser, a local hospital/health provider, aimed to reach the local community to raise awareness about their care options. Facing the challenge of promoting their services effectively in a competitive healthcare landscape, they sought to enhance visibility and engagement among potential patients.

Objective

Increase Website Visitation

The ultimate goal of the campaign was to increase website visits and foot traffic to their local clinic locations. By achieving these objectives, the advertiser aimed to convert awareness into tangible actions, ensuring that community members were informed and inclined to utilize their healthcare services.

Strategy

The strategy for this campaign was to reach the local audience in their local neighborhoods, and utilize creative that spoke to the audience on a local level. The client's strategy incorporated QR codes in the OOH plan and also utilized mobile.



Plan Details

Market: Dallas, TX

Campaign Posting Dates: 9/4/23- 10/15/23

OOH Formats Used: Billboard, Kiosk, Mobile

Target Demographic: 18+ M & F, Families

Budget: Budget \$10,000 or larger

Results

The campaign garnered 399 tracked interactions, with a notable .28 click-through rate (CTR) on mobile ads. The client considered the campaign highly successful in engaging the local audience, resulting in a renewal of the campaign. Additionally, the client expanded their OOH advertising efforts to other areas of their business, such as promoting the North Texas Poison Control services, and HIV testing events for the LGBTQ community.