

WE HELPED INCREASE AWARENESS AND DRIVE NORMAL HEALTHCARE VISITS FOR DCHA

Hospital census data showed that during the pandemic, people were delaying care due to fear of contracting COVID-19. The goal of the DCHA campaign was to educate the public that hospitals were safe and ready to care for patients. OOH was added to their media mix to amplify messaging and increase reach across the area.

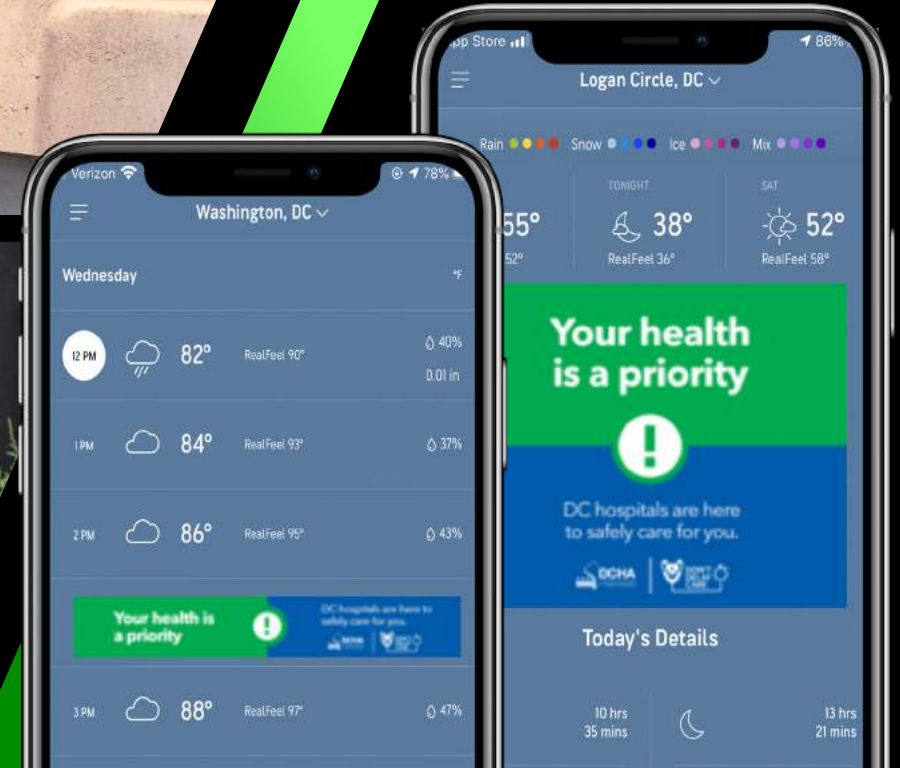
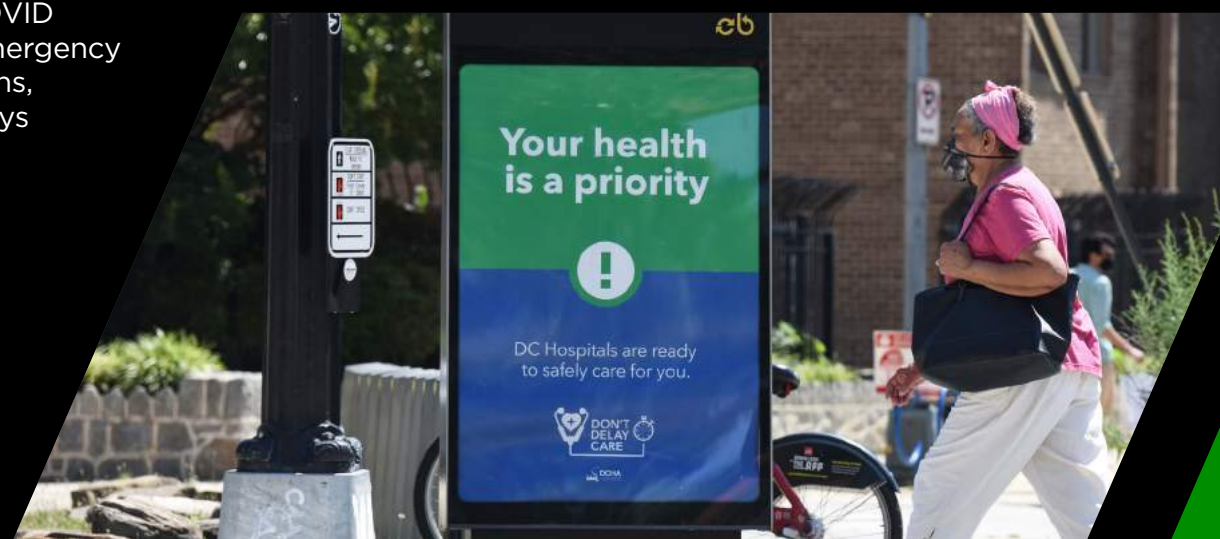
STRATEGY & TACTICS

- **Strategically Placed:** Digital Liveboards, Dioramas, Bike Share, Exterior Bus Ads and Mobile Geofencing were used to reach residents at multiple touchpoints across all 8 wards in Washington DC.
- **Proximity Targeting:** We geofenced over 10 zip codes across Washington DC to reach people again on their mobile devices after being exposed to OOH.
- **Campaign Success:** “The percent difference in utilization compared to the January pre-COVID baseline continued to show recovery for emergency department visits, acute inpatient admissions, psychiatric admissions, and observation stays throughout the campaign.”

- Jen, Senior Director, Communications & Member Engagement, DCHA



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



OUTFRONT

RESULTS

1.25M

IMPRESSIONS

2.6K

CLICKS