

TESTIMONIAL Truman Medical Centers



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“Outdoor gives us such a cost-effective, broad-based exposure to our audiences who may be challenging to reach by other marketing tactics or who may be over-saturated by social media, etc. The added benefit is increased image exposure for our organization throughout the entire community. Attendance at a single site job fair was outstanding with in excess of 50% of attendees stating they saw the billboards. We use WIC outdoor [campaign] in conjunction with comparable messaging in our clinic sites. This simply reinforces our messaging and our participants identify with the program and its benefits.”

Audience

Adults 18+
HHI < \$25K

Media Mix

Billboards
Posters

Market

Kansas City

Objective

To “create awareness of career opportunities and drive increased number of applicants in conjunction with metro wide job fairs.” Also to “create and maintain awareness of the critical WIC nutrition programs for infants and children.”

Rationale

To reach its additional target audience of “prospective WIC participants and the community at large” Truman Medical Centers opted for a large scale poster campaign targeting key communities near its clinics.

Laurie Rockhill

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