

St. Louis Children's Hospital's Bell Billboard

Objective:

- > Promote St. Louis Children's Hospital young patient's cancer recovery. Amplify the celebration of the end of a patient's chemotherapy treatment using their signature bell.

Execution Details:

- > Using a billboard 10 miles away from the hospital on a heavy commuter interstate, a 12 foot bell was attached to the billboard. Now, when a child finishes chemotherapy and rings the bell, a nurse can simultaneously ring the billboard bell through an app for the community to hear and celebrate.

Results:

- > The billboard received over 350 direct mentions across all social platforms, since it's installation on October 9th.
- > The board reached over 12 million consumers on social networks, with local press coverage as well.

