

MERCY Hospital Presents

The Awesome Arrival



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April 25, 20xx

Desired Business Result We Are Focused On:

1 Increase Patient Load
or (revenue) by attracting more expectant women, especially those from insured, multiple-income households.

2 Bring Moms Back After Delivery
at least one time by developing additional ideas to build upon increase awareness of campaign.



Measures of Success

We have agreed that we will measure success in the following ways:

- Year over year increase in number of women delivering at Mercy.
- Increase in sign-up for tours of the Birthing Center.
- Increase for the "What to Expect" newsletter signup (currently adding 25 a month).
- "Likes" on Facebook page and Instagram followers.



The Awesome Arrival is

1 The *ARRIVAL* at the Hospital
Advance check-in, valet parking

2 The *ARRIVAL* of the Baby
In Mercy Hospital Birthing Center

3 The Family's *ARRIVAL*
Home with the new baby

See Appendix A for Creative Recommendations.



This Solution is Designed to Positively Influence the Consumer Journey

Attract Attention

with ads aimed at your target consumer—TV Ads, Banner Ads, Online Video Ads, and Mobile Ads.

Interact Directly

with the expectant mom—being there along the way in her consumer journey (Email campaign, Social Media, and well designed Landing Page).

See Appendix B for Ad Scheduling Recommendations.



The Consumer Journey



While Watching Television

She sees an ad on TV advertising the “What to Expect When You’re Expecting” seminar at Gotham Books.



While Working on Her Computer

She sees an ad on her computer for the “What to Expect When You’re Expecting” seminar at Gotham Books.



She Attends Seminar At Gotham Books

Signs up for the Mercy Hospital Newsletter while attending the “What to Expect” seminar at Gotham Books.



Sharing the Big News on Social Media

She shares her location on Instagram and spills the beans to people who don't know she's pregnant yet.



The Awesome Arrival Solution in Summary...

Expectant Moms are encouraged to attend the free seminars at Gotham Books; and while there sign up for the Mercy Hospital newsletter—so Mercy will become a part of their journey toward delivery of the baby!



Free-to-the-Public Mercy Hospital Seminars at Gotham Books

Hosted by Mercy doctors and authors who have written books about pregnancy, birth, and preparing the home for a new family member.



Each Seminar will offer a Photography Session Giveaway

When someone signs up for the Mercy Birthing Centers email newsletter, they'll automatically be given a coupon for a free mini-photo session (redeemable at the next seminar).



These Seminars Need Full Promotional Support

1 Online and Offline
Discuss these seminars on your website, create appropriate banner ads to increase visibility, and add to all your media.

2 In-Store at Gotham Books
All six metro-area locations of Gotham books will have prominent in-store displays—we've arranged that!

3 From Mercy Doctors
Mercy doctors will give out invitations to their patients, with an incentive to bring a friend.

4 Incentives
Patients who bring a friend will receive a coupon valid at all Gotham Book locations.



Responsibilities

Gotham TV



Work with Gotham Books

Secure author for seminars. Possible guest Heidi Murkoff, What to Expect When You're Expecting.



Deliver Materials

Coordinate in-store promotion with Gotham books. Deliver signage and secure coupons to Gotham Books for people who bring a friend to the seminar.



Arrange for Photographer

Vouchers for free mini-photo sessions at first seminar, Redeem at the second session with photographer.



Produce all Creative

Produce video, banner ads, mobile and social creative.



The Awesome Arrival

Create a customer journey leading expectant women to your birthing center.

Responsibilities

Mercy Hospital



Host Seminars – July 17 and September 18

Make all arrangements with staff and secure an OB/GYN to host each event.



Create 17x24 Posters

Print enough posters for hospital and each Gotham Books.



Promote The Awesome Arrival Campaign & Birthing Center Tours

Promote in your media, website, and special landing page.



Produce Seminar Invitations

Create invitations and make available to OB/GYN & Pediatric doctors in waiting rooms for “word of mouth” marketing.



Print the Bounce-Back Cards

Handed out at events to encourage women to visit your website, sign up for your newsletter, and free photo session.



Invest

To make The Awesome Arrival truly awesome, Mercy Hospital to invest \$50,000 to fund program.

Other Recommendations

- 1 Build Landing Page**
Build an Awesome Arrival landing page for mercyhospital.com.
- 2 Internal Promotion**
Promote the seminars on your home page and the Awesome Arrival landing page.
- 3 Produce Brochure**
Produce an Awesome Arrival brochure to distribute at the seminars. Promote all your features, services, and benefits. *See Appendix C.*
- 4 Plan Ahead**
Schedule a brainstorming session with my team to develop ideas to bring women back to the hospital within the first six months after they deliver.

Strategy

OUR CRITICAL PATH TO ENSURE FLAWLESS EXECUTION			
Date	Element	Involved	✓
APR 15	Initial meeting to uncover Mercy Hospital marketing challenges	Stephanie, John	✓
APR 16	Tour of birthing center and brainstorming session at Gotham TV to develop concepts	Stephanie, John	✓
APR 18	Meeting to review preliminary ideas	Stephanie, John	✓
APR 21	Email sent outlining the awesome arrival plan, sharing details of the plan with Jim	Stephanie	✓
APR 22	Phone call to discuss resources available through Mercy Hospital, including investment levels	Stephanie, Jim, John	✓
APR 25	Final Recommendations	Stephanie, Jim, John	✓
MAY 21	Implementation meeting to review TV ad, web banner, seminar posters, invitations	Stephanie, John	
JUNE 9	All promotion begins (on-air, website, waiting room displays, Gotham books store signage)	Stephanie, John	
JULY 17	First Seminar	Stephanie, John	
AUG 08	Evaluation and Campaign Recap of first two months and July 17 seminar	Stephanie, John (Jim, if desired)	
AUG 15	Begin planning for “reasons to return” campaign	Stephanie, John (Jim, if desired)	
SEP 18	Second seminar	Stephanie, John	
OCT 12	Final ROI evaluation	Stephanie, John	

Commitment to the Awesome Partnership!

Mercy Hospital

Gotham TV

\$50,000 investment to fund the program.
Offer expires on May 2, 20xx

My Commitment to you:

- I will be a continual source of ideas.
- I will look for partnerships that benefit you like Gotham Books.
- I will continually discuss return on investment, including a full ROI analysis at the end of the campaign.



Appendix A: Creative

We will select actors who are in the 24-34 age group and represent the lifestyle/life stage we're targeting.

The couple will be featured in activities that demonstrate the nuances of The Awesome Arrival, from beginning to end, in a way that shows how Mercy Hospital delivers on the benefits women have in mind when they decide which hospital to select for their maternity care.



Commercial One: The Awesome Arrival

- 1 Couple putting finishing touches on a baby's room.
- 2 Couple reviewing a website
- 3 Couple in childbirth classes
- 4 Couple being greeted by valet, then guided past admissions
- 5 Text on Screen: Details of seminar and book signing even on July 17
- 6 Mother, father, and newborn together as family

Voice Over: To make all of your preparations complete, Mercy Hospital presents “The Awesome Arrival.” It begins the moment you learn you’re pregnant, with informational emails and online resources to help you know what to expect every step of the way. Preparatory classes, and more. And when the big day comes, The Awesome Arrival means you’ve taken the labor out of going to the hospital, with valet parking when you arrive for delivery, and admissions paperwork that was done in advance... so the whole family can stay together as you grow together. The all new Mercy Hospital Birthing Center provides the perfect, family-friendly setting for this life-affirming event, as well the state-of-the-art medical care for mother and baby that Mercy Hospital is known for. Including neonatal care. For more information, go to Mercy Hospital dot-com right now... and enter “BABY” in the Search box. Mercy Hospital. Health care... still delivered with care.



Commercial Two: The Awesome Arrival

Similar videography as spot one, but with more bold, conspicuous use of character-generated copy on screen to ensure the viewer understands the date and time of event, as well as the reasons for being there.

Mercy Hospital is known for state-of-the-art facilities and staff when it comes to maternity services, including a nationally recognized neonatal center. But now, we've added even more care to health care with the all new Mercy Hospital Birthing Center. Come see it for yourself during a special open house and book-signing seminar, featuring Heidi Murkoff, author of *What to Expect When You're Expecting*. It happens July 17 beginning at 7 p.m. For more information, visit MercyHospital.com/Baby. The moms-to-be open house and seminar is free... and just one more way Mercy Hospital is working to help you and your baby have... an Awesome Arrival!





Appendix B: Ad Scheduling Recommendations

Gotham TV Support of The Awesome Arrival

Attract Attention



Schedule

High frequency, short duration
maximize attendance



Banner Ads

Targeted ads focused on
expectant mothers and fathers



Online Video Ads

Targeted short-form creative
mid-roll ads



Mobile Ads

Event invite call-to-action
ads in the Weather App

Interact Directly



Email Campaign

Targeted email promoting
the event with link to support
newsletter signups



Social Media Campaign

Targeted display and event
listings to promote and
support the events



Landing Page

Informational page with incentive
to capture data on leads for event
and Mercy Hospital



Appendix C: Awesome Arrival Attributes for Brochure

How Mercy Hospital Will Make The Arrival Awesome



BRAND NEW

State-of-the-art birthing center



40 EMAILS

For the mom-to-be newsletter (one a week)



WEBSITE

Mercy Hospital's website is filled with useful ideas



CLASSES

Childbirth and newborn care classes offered



NUTRITION

Nutrition classes (for baby and mama)



NEONATAL

Nationally recognized neonatal care center



EXPERT CARE

Expert physicians and midwives



TRAUMA CENTER

Top-notch trauma center



FREE VALET

Free valet parking for women in labor



CHECK-IN

Paperwork done prior to arrival.