

## Creative Brief: PCP Campaign Fall, 2020

**Assignment:** create an integrated marketing campaign featuring a broad mix of traditional and digital media, including web and social content. This campaign's placements will alternate in timing with a 2020 Eye Center multi-channel campaign, to achieve the best coverage and generate optimal awareness of both.

**Target:** Adults 30 to 70 in our expanded primary and secondary service areas.

### Unique Selling Points:

SH has the strongest team of PCPs in the region

SH PCPs listen. And that helps them see the whole picture of your health.

SH PCPs can help you live longer and get more out of life by helping you stay healthy.

### Research:

Recent research strongly indicates the pandemic environment is harming Americans' health. In addition to heart and other longer term complications from having Covid-19, the stress and isolation are profoundly creating or exacerbating a wide range of health conditions, from cardiomyopathy to stroke to mental disorders to dementia.

Nationally, clinic and PCP surveys are also indicating a shrinking of primary care which is likely also to have ramifications for specialists, too. Nor are people with chronic illnesses seeking the care they need.

**Core Message:** Be aware of the hidden pandemic lurking beneath the Covid pandemic. An appointment with your PCP is now more important than ever to keep you safe from the potentially deadly dangers we are all exposed to.

### What they think or do now:

Right now, there's a lot going on in the world, but the good news is, I don't have covid. Since I'm not sick, I should just stay home and stay free of the coronavirus. There's nothing I need a doctor for.

### What do we want them to think or do:

COVID is making us all less healthy and way more susceptible to major health problems. Even if I don't get COVID, this pandemic is still making people seriously ill in different ways. Good news is the primary care team at Southwest Health is the best around, and a simple checkup will keep me stay well in the face of all this trouble.

### Support (Why should they believe us?):

- Research reveals there are long term heart complications for many Covid patients, and for those who don't even get Covid, pandemic stress and isolation is causing a big uptick in stress related heart problems.
- Other adverse effects of pandemic stress include sleep problems, unhealthy coping mechanisms, frequent headaches and stomachaches, higher rates of anxiety and depression, suicide, and temper control difficulties, and a worsening of already serious chronic conditions.
- Social isolation itself is shown to result in a nearly four times increased risk of death, 68% increased risk of hospitalization, and a 57% increase risk of emergency department visits.
- Studies show people with a PCP relationship live longer and are less likely to die from cancer, heart disease, and stroke.
- SH PCPs see the big picture. They come to understand you and your health and can make a real positive impact on your long term health and wellness.
- SH PCPs are highly skilled, knowledgeable, and committed to the good health of the people of SW Wisconsin.

### Must Haves:

- Strong, direct call to action for an appointment for a physical exam.
- Logos or mention of the dual locations.

### Tone:

Direct, no-nonsense copy that's fact based but personal. Visually arresting. Overall focus on prospective patient.