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Category: (7A) Best PR/Marketing Project for A Small/Rural Hospital

-Fewer than 100 acute care beds

Title of Project: "Baby Place" Multi-Media Campaign

OVERVIEW:

Scotland County Hospital is a 25-bed Critical Access Hospital in Memphis, Missouri. It is the only hospital in the First Legislative District of Missouri which is in the far, remote northeast corner of the state. The Hospital serves four counties with a population base of nearly 21,000 and operates three rural health clinics in three counties.

STATEMENT OF PROBLEM/OPPORTUNITY:

With a nearly new Women's Center at Scotland County Hospital, Hospital officials knew that there was a greater market share to be captured. The Hospital CEO was aware of many hospital staff and staff's extended family that had recently delivered babies at SCH in the last year. It was the desire of Hospital administration to photograph those babies and use those images for a marketing campaign for the Women's Center.

PROJECT GOALS & OBJECTIVES:

- Build brand awareness for the Hospital's Women's Center and capture greater market share
- Establish Scotland County Hospital's Women's Center as the preferred provider of child-birth services in northeast Missouri and southeast Iowa

AUDIENCE:

Women of childbearing age that would consider maternity services at Scotland County Hospital in Memphis.

REASONS FOR CHOOSING THIS FORMAT:

The Hospital, being located in a rural part of Missouri and serving four counties, has a good newspaper market due to the weekly circulation of each county newspaper. The county's residents glean a great deal of their information from the weekly newspaper and the only radio station physically located in the four counties. Additionally, the hospital has a contracted billboard presence in a prime location in both Memphis and Lancaster and finally, a television advertising contract with the region's ABC & CBS affiliate completed the media mix for the "Baby Place" campaign.

It was determined that presenting the images of babies that were born at Scotland County Hospital, rather than stock images, authentically communicates that happy healthy babies are born at the "Baby Place" at Scotland County Hospital everyday.

FREQUENCY:

Radio: 3 x daily, weekdays

Television: approximately 60 commercials monthly

Billboard Location #1: The lighted billboard is located just yards outside of the Memphis, MO, city limits on Missouri Highway 136 west and has a 12 month contract.

Traffic count: 3,074 daily

Billboard Location #2: The billboard is located at the intersection of U.S. Highway 63 and Missouri Highway 136 in Lancaster and has a 12 month contract. Traffic count: 2,200 daily

Newspaper print ad: 1x monthly (rotate between four county papers)

COST PER PIECE:

Jingle production: \$1,500.00
Radio spot production: \$50.00
Television spot production: no fee
Photography session: \$75.00
Print ad layout & design: \$318.75
Billboard layout & design: \$412.50
Billboard wraps: \$480.00

IMPLEMENTATION:

Research was conducted on jingles and it was determined that the "Baby Place" jingle was perfect to wrap the Women's Center campaign theme around.

An appointment was made with a local photography studio and 14 invitations were sent to mothers to have their children photographed for the billboard & ad. The Hospital's OB Supervisor suggested the list of invitees, based on births from SCH staff and staff's extended family since August 2009. PR Staff purchased the Onesie's and the photographer provided most of the head accessories. Photographic images & film footage was captured of the babies both individually and in groups. Ultimately, the individual images were most ideal for the billboard & print ad layout. The Hospital contracted with a local graphic designer and presented general ideas for the layout & design for the billboard & ad. The PR staff & Hospital CEO worked with the creative services department of the TV station to build the TV commercial. The PR staff & Hospital CEO wrote the ad copy.

WHAT PORTIONS OF THE ENTRY WERE CREATED INTERNALLY/EXTERNALLY?

The "Baby Place" jingle was created by a production studio and that same studio produced the radio spot. The TV ad was produced by the Creative Services Department of our local ABC/CBS affiliate.

A local professional photographer took the pictures. A local graphic artist created the billboard & ad design and prepared it for camera ready printing. The billboard companies contracted the printing of the billboard wraps and the billboard company installed the wrap on the billboard frame.

The babies, from left – right are: SCH Clinic Patient Accounts Manager's grandbaby; Hospital CEO's grandbaby; Radiology Tech's son; Hospital PR Coordinator's grandbaby and ER Nurse's daughter.

RESULTS & EVALUATION:

The 'Baby Place' multi-media campaign, made up of local baby images, makes for a unique visual appeal. Additionally, who is not familiar with Bobby Darin's 1962 hit, "Baby Face" tune? Babies' cute faces seem to capture one's eyes & attention, while the "Baby Place" jingle is catchy. Hospital officials believe the message will permeate and capture the attention of the target audience for future preference of Scotland County Hospital's Women's Center maternity services.