



# Queen of Peace Hospital

Bringing Medical Excellence Home

## OBJECTIVE:

Queen of Peace Hospital in New Prague, Minnesota wanted to make community residents aware of the primary care services it offered so residents didn't feel as if they had to travel 30 minutes or more for care.

## TARGET AUDIENCE:

Adults in New Prague and surrounding communities.

## STRATEGY:

Create and execute a multimedia advertising and direct mail campaign to increase awareness of the exceptional primary care services available at local clinics, as well as reinforce the message that all Queen of Peace clinic physicians were affiliated with Mayo Clinic.

## CREATIVE:

Seroka created the campaign's theme, "We go the extra mile so you don't have to," which effectively expressed the message that patients did not need to seek out larger healthcare systems to receive top quality care.

The theme was introduced with a billboard and print ad, then reinforced with two direct mail pieces which listed providers' names, highlighted the range of services conveniently offered in the community, and emphasized the advantages of utilizing local doctors who are familiar with family health histories. A magnet with contact information was also included in the mailer so recipients could easily access the clinic's information. Frequency and reach were further increased through the use of a 60-second radio spot.

## RESULTS:

# Queen of Peace saw increases in inquiries and services rendered in response to the campaign.

By demonstrating how Queen of Peace delivered comparable quality and value to patients, the campaign rebuilt brand equity. The focus on community and the tangible advantages of having family physicians nearby led area residents to embrace the neighborhood services.

## Direct Mail with Magnet



## Ad



## Billboard

