

EMPOWERING HEALTHCARE BRANDS

Creative Services
overview



HEALTHCARE ADVERTISING DOESN'T HAVE TO BE LIKE THIS.

The Challenge for Healthcare Marketers:

New payment models, competitive pressures, and the consumer-driven healthcare paradigm constitute a sea change for healthcare brands. Encouraging patients to “Come get treated here” is no longer enough. Healthcare marketers need campaigns that grab consumers’ attention and keep them meaningfully engaged as they journey along their individual healthcare pathways.

To achieve this healthcare brands need to stop living in the shadows, hiding behind conservative approaches. Otherwise consumers will continue to see little difference among providers, treatment options, or insurance plans.

What’s needed is bold new creative thinking, and the campaigns to go with it.

To help healthcare marketers meet this challenge, Kotler Marketing Group has partnered with a creator of several of the more memorable and game-changing industry campaigns of recent decades, Noel Ritter. Noel brings over 30 years of experience as an award winning creative director, art director, and writer. His work has been highlighted in *Ad Week*, *Ad Age*, *Brand Week*, and even on *The Tonight Show with Jay Leno*. His creative effort and process were also featured on NPR’s *This American Life*. And among others, his work has been recognized by: *The One Show*, *The Kelley Awards*, *the Caples*, *Print* (magazine), and in MOMA.

Kotler Marketing has worked with Noel to systematize his creative process – the same one that delivered Abraham Lincoln and a Beaver as dream characters for the sleep aid, Rozerem, as well as the iconic GEICO Cavemen spots. The creative constructs Noel used to develop these campaigns are simple, repeatable, and can breathe life into categories once thought to be unpleasant, dull, or even scary to consumers.

At the present time we are offering healthcare industry clients two different ways to engage Noel on their creative efforts:

I. Creative Platforms and Concept Development

Chances are you already have an agency of record. One that is trying to provide you with campaigns that will attract the consumer. Even so, healthcare advertising often suffers from the same staid and uninspiring constructs: seniors on a tandem bicycle, smiling doctors, hovering caregivers – you get the idea.

Our rapid process, led by someone with a track record of breaking through the clutter with meaningful and distinctive concepts, will provide you with creative platforms for increasing awareness, engagement, and brand equity. Fresh creative thinking will allow you to leverage and enhance your existing agency and advertising investment, and increase market share and ROI.



WHAT YOU GET:

Three creative platforms

Each platform captures the essence of a campaign, from set up to rough comps. Armed with rationale, the *tone of voice*, and a *look and feel*, they can serve as the basis for generating any and all brand communications: traditional, digital, experiential, and the like. The delivery of each creative platform will include:

- Rationale & Set Up
- Art Direction / Look & Feel
- Copy / Tone of Voice
- Example Executions

HOW WE WORK:

The process begins with a short briefing by the client or creative team. This involves understanding the goals and objectives for the brand, the audience, current perceptions and positioning, the competitive landscape, and brand standards and guidelines. Following the briefing, the ideation process can begin, and over the course of two weeks the creative platforms are developed and presented to the client.



BENEFITS:

- Platforms and concepts that will stand out and get noticed
- Concepts and creative that can be put to use in TV, print, digital, CRM, social media, and content marketing
- A fast development cycle means creative executions can happen immediately

II. Creative Evaluations

Whether it's deciding on an agency, or choosing work for a campaign, creative decisions can be time consuming and fraught with risk. And ultimately the decision is costly if the creative falls flat. Time is wasted. Fingers are pointed and blame is assigned.

By its very nature, selecting creative is subjective. But given what's at stake, and the pressure to deliver, health-care marketers can realize great value from getting an experienced, independent assessment of creative work. While there are no guarantees in this world, working with a creative consultant who brings 30 years of advertising experience and a track record of creative success will maximize your chances.

WHAT WE OFFER:

Creative review and assessment of agencies and their work

- Quality of insights
- Strength of creative
- Campaign's cohesiveness



About Kotler Marketing Group

Kotler Marketing Group is a consulting firm, specializing in solving the most pressing marketing challenges for our industries of focus. Dr. Philip Kotler, considered by many to be the father of modern marketing, is our principal associate. For more, please visit us at www.kotlermarketing.com.