

## Background

- Nuffield Health is a not-for-profit organisation whose history lies in its network of private hospitals. Historically reliant on the declining revenue stream of private medical insurance, the business sought new ways of driving growth.
- With the rebranding of a number of gym businesses, its vision of offering a more joined-up healthcare service was becoming complete. Nuffield Health needed a brand campaign to unite itself under one guiding proposition and communicate its complete healthcare offering.

## Idea

- The insight behind this first brand campaign was rooted in understanding that while Nuffield's busy, affluent, and health conscious audience is well aware of the need to address its health holistically, they are often overwhelmed by the perceived commitment involved.
- So 'Small Victories' was born, Nuffield Health's first ever brand advertising campaign, aimed at boosting brand fame by showing how experts can help people make the small changes needed to improve their health more easily.
- MediaCom knew that cinema would command high attention and drive message out-take. Knowing that its upmarket audience are keen cinemagoers (and that cinemagoers are also light TV viewers), it saw the perfect opportunity to complement TV activity by reaching a unique audience on the big screen with a 60" ad.



## Campaign Details

<b>Sector</b>	Fitness and Wellbeing
<b>Target Audience</b>	Upmarket Adults
<b>Package</b>	AGP
<b>Creative Agency</b>	This is Now
<b>Media Agency</b>	MediaCom
<b>Duration</b>	4 weeks

## Plan

- January was the perfect time for Nuffield Health to make its debut on the big screen with health and wellbeing on everyone's agenda.
- Digital Cinema Media knew that its upmarket audience would flock to the cinema for awards season, and the wonderful films scheduled in January would provide the perfect backdrop to the campaign. The synergy with beautifully told stories such as the *Theory of Everything*, a moving tale of a man's battle with his own health and his own daily small victories, was evident.
- This, along with key releases such as *Whiplash*, *Birdman* and *Foxcatcher*, helped the campaign over-deliver against admissions by 108%, gaining an audience of 5.8m for Nuffield's brand story.

## Results

- The campaign was built with a long-term strategy in mind, with a three-year brand growth target. It delivered stellar results from the off, including unaided brand awareness growing by 60% and brand consideration by 40%.
- In addition to this, web hits grew by 23% over January and this burst alone delivered an ROI of £5.43 to Nuffield's core hospital and gym businesses per £1 spent.

## Testimonials

***'Seeing our launch brand ad on the big screen for the first time was a moving experience. Cinema was a vital channel for us. Every conversation I had with staff, customers, and hospital consultants about the campaign centered on seeing the campaign in cinema. It was a brilliant experience for us and our audience. The remarkable results speak for themselves.'***

Ian Smyth, Group Chief Brand Officer, Nuffield Health