

DMNews

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BrandNew Healthcare has humor



St. Mary's Hospital in San Francisco launched an extended "Get In, Get Better, Get Going" campaign for its full hospital services after a successful run promoting its ER facilities last year. The \$500,000 multichannel campaign integrates outdoor advertising, direct mail, text messaging, banner ads and a microsite that uses humor to tout the hospital's visitor friendly service. "The St. Mary's campaign covers the range of high-level branding down to the extremely tactical," said Tim Spry, creative director and principle at Mortar, the San Francisco agency on the campaign. "It is a mix of those things that works well here."