

EMPOWERING HEALTHCARE BRANDS

Capabilities
overview

HEALTHCARE ADVERTISING DOESN'T HAVE TO BE LIKE THIS.

Stand-out
digital campaigns

More dynamic
content marketing

Reviewing and refining
creative briefs

Concepting

Creative for CRM

The Challenge for Healthcare Marketers:

Whether developing content for a digital marketing campaign, a CRM initiative, or simply refreshing a long-running campaign, you're under a lot of pressure. Generating creative content that resonates with your audience can be difficult, but it's more than that. You need creative content that's compelling enough to cut through the clutter. And in the healthcare industry there's a lot of clutter.

To achieve this, healthcare brands need to stop living in the shadows and 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.

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. And among others, his work has been recognized by: *The One Show*, *The Kelley Awards*, *the Caples*, *Print* (mag.), and MOMA. And once even gave a talk to a guy named TED.

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:

Creative Ideas & Concepts

Healthcare creative often suffers from the same staid and uninspiring constructs: smiling seniors on a tandem bike, smiling doctors, smiling caregivers hovering over a smiling patient – with support copy alluding to a happier life. Maybe not the stand-out material your audience relates to? We can help you solve your creative challenges.

Our rapid process, led by someone with a track record of breaking through the clutter with meaningful and distinctive concepts, design work, and copy, will increase awareness, engagement, and strengthen brand equity.



WHAT YOU GET:

There always has been and always will be a need to find new, and unexpected ways of communicating with your audience. Obviously, the channels you choose are very important. However, even more crucial is what you say to get, and keep, an audience's attention once your message reaches them.

HOW WE WORK:

The process begins with a short briefing by the marketing and brand 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 work is developed and presented to the client.



BENEFITS:

- Highly unique and compelling creative that will drive awareness, engagement, and equity.
- Ideas that can immediately be put to use in TV, print, digital, CRM, social media, and content marketing campaigns.
- Our fast development cycle means creative executions can happen immediately – resulting in an accelerated ROI.

How we can help:



EXPERIENTIAL MARKETING

Finding new ways to engage consumers and build loyalty



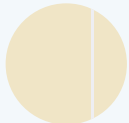
DIGITAL CAMPAIGN

Design and messaging for a digital marketing campaigns.



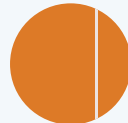
AWARENESS

Awareness building campaigns for new and existing products and services.



PRODUCT LAUNCH

Creative platforms (voice and message) to support new products and services



BRIEFS

Help with the development and/or fine-tuning of creative briefs



CRM

Creative ideas and concepts to support CRM initiatives



IDEAS & PLATFORMS

Creative ideas and constructs to enhance product marketing efforts.



CONTENT MARKETING

Creative ideas and concepts for content marketing initiatives.

Stand-out digital campaigns

More dynamic content marketing

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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.