



100 YEARS OF GETTING IT RIGHT.

HOW VILLING & COMPANY HELPED MAKE THE SOUTH BEND CLINIC'S
CENTENNIAL A TRUE CELEBRATION.



VILLING & COMPANY



A LIFETIME OF CARE.

A CENTURY OF CARING.

Founded in 1916, the South Bend Clinic is a multi-specialty healthcare group serving nearly 300,000 Michiana patients a year. As a legacy provider to multiple generations of patients and families, with an exceptionally strong reputation for pediatrics and family medicine, the Clinic wanted to broadly mark their 100th anniversary milestone in 2016 and reinforce its market position. They recognized the task would be challenging, given that they were consistently outspent by two larger health systems who nearly saturated the market with their advertising.

To Villing & Company, the key to a successful campaign was clear: make an emotional connection with the audience while aligning the 100th anniversary message with the Clinic's value proposition. To reach and engage prospective patients within a realistic budget, Villing created a warm, lighthearted campaign that combined their existing tagline, "A lifetime of care" with an anniversary theme – "A century of caring." Promoting the Clinic's central service lines of pediatrics, primary care and OB/Gyn, this mom-targeted campaign included a 12-month media schedule of television, outdoor, digital and print.



View TV Commercials

Click or go online: <https://youtu.be/WPKCBZ9jvVI>



COMMON COLD OR RARE ALLERGY? 100 YEARS OF KNOWING.

Behind every great doctor is another great doctor.

The South Bend Clinic has been the cornerstone of healthcare in our community for 100 years. While times and treatments have changed, one thing has remained steadfast – the power of teamwork. Primary care physicians and medical specialists working together to ensure every patient receives the most advanced, complete care possible. At the South Bend Clinic, we're committed to keeping you and loved ones healthy and on the move. Our primary care physicians provide the level of care you expect and our team of specialists offer the expertise you demand. 100 years has flown by which must mean we're doing what we love. A lifetime of care. A century of caring.



Print Ad

100 YEARS OF “HEY MOM, WATCH THIS.”
A LIFETIME OF CARE. A CENTURY OF CARING.

 *The South Bend Clinic*
100 YEARS
SOUTHBENDCLINIC.COM

Outdoor



100 YEARS OF CRAVINGS.
A LIFETIME OF CARE. A CENTURY OF CARING.

 *The South Bend Clinic*
100 YEARS
SOUTHBENDCLINIC.COM



100 YEARS OF SWADDLING
A LIFETIME OF CARE. A CENTURY OF CARING.

 *The South Bend Clinic*
100 YEARS
SOUTHBENDCLINIC.COM



Digital & Social Display Ad

 <p>100 YEARS OF CRAVINGS. A LIFETIME OF CARE. A CENTURY OF CARING.</p>	 <p>100 YEARS SOUTHBENDCLINIC.COM</p>
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 <p>100 YEARS OF RED NOSES. A LIFETIME OF CARE. A CENTURY OF CARING.</p>	 <p>100 YEARS SOUTHBENDCLINIC.COM</p>
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THE OUTCOME

By the third month of the campaign, the Clinic's website saw a 25% increase in total users compared to the prior year. The digital campaign delivered over 125,000 impressions/month and exceeded category benchmarks for both mobile and YouTube click through rates (CTR). In addition to the measurable market reach, television, outdoor and print created anecdotal "buzz" among consumers, as well as Clinic physicians and staff.

In 2017, following the campaign's conclusion, a brand awareness research study was conducted among 250 respondents in St. Joseph County. Results revealed that the Clinic was well-positioned relative to competitors, ranked as number one on the key metrics of consumer "familiarity" and "likely to seek services." It also tied a larger competitor as number one for being viewed "favorably"— proof that strategic, well-crafted marketing can compete at any level.



VILLING & COMPANY
marketing communications

FOR MORE INFORMATION, EMAIL THOM VILLING: THOM@VILLING.COM