

Cape Fear Valley Health System Advertising Campaign Testing

This North Carolina regional healthcare complex had completed an extensive branding study and was ready to integrate its brand with external audiences. Cape Fear's advertising agency created a series of television commercials and theme concepts that needed to be tested in the system's primary market area. Market Verge organized two flights of focus groups with demographically selected residents. This testing resulted in the selection of a campaign that was rolled out to the market. After three months of advertising via television, newspaper, and outdoor boards, Market Verge conducted a Perception Study to gauge awareness of the medical complex and the new positioning in comparison to a similar study completed one year earlier. Results showed marked improvement of audience awareness in several key areas, as well as additional categories that needed more attention. This research process led to better targeted creative execution and should eventually contribute to increased census numbers and patient satisfaction.