



**Charge:**

Successfully launch the brand new Advocate Health Care (from the merged Evangelical Health System and Lutheran Health System) in the highly competitive and very expensive Chicago market against heavy spending and solidly branded health care networks such as Northwestern Memorial, Rush University Medical Center and The University of Chicago Hospitals.

**Action:**

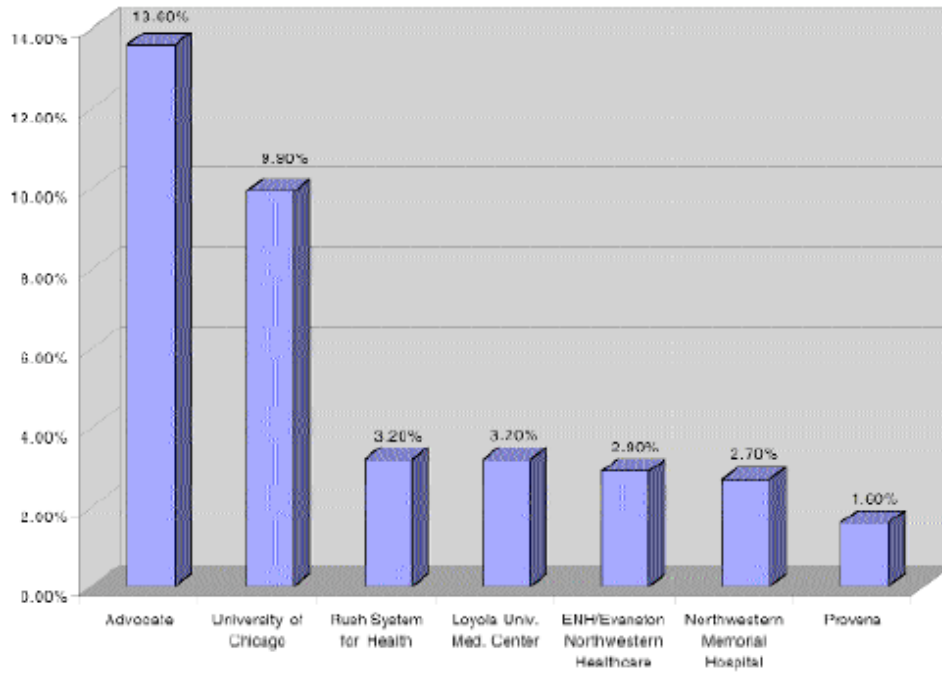
Within a very short time frame, CCFC developed six positioning concepts and tested them in Chicago focus groups. CCFC favored a customer service approach we called "Listening & Responding" since it was ownable and differentiating in the market. Consumers responded very favorably to this position in research.

We then launched the Advocate brand using this single umbrella theme for all eight system hospitals that were located in diverse markets serving vastly different populations.

**Results:**

Within just 3 years, Advocate grew to be the number one integrated health care provider in the highly competitive Chicago market against competitors that spend up to twice as much (see following charts). An analysis by Advocate indicates that our awareness efforts netted an ROI of 300%. Furthermore, Advocate emerged as a leader in brand awareness, advertising awareness and call center volumes.

## Healthcare Advertising : Unaided Recall



## Inpatient Market Share for Chicago IDSs

