



**Joe DiMaggio
Children's Hospital**
AT MEMORIAL

BILLBOARDS

**When It Matters Most
TRUST**

Johnny
Memorial Health System

Children need the right doctor and the right hospital. Joe DiMaggio Children's Hospital has every medical specialty a parent could want and the expertise every child needs.

That's why when it mattered most, Johnny's parents trusted Joe DiMaggio Children's Hospital to repair his heart defect.

When it matters most for your child, trust the team of pediatric experts at the **Cardiac Center** at Joe DiMaggio Children's Hospital.

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Visit JDCH.com/Johnny for more of his story and to share yours.

Sofia

**When It Matters Most
TRUST**

**Joe DiMaggio
Children's Hospital**
AT MEMORIAL
JDCH.com

Joey

**When It Matters Most
TRUST**

**Joe DiMaggio
Children's Hospital**
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JDCH.com

PRINT AD

Joe DiMaggio Children's Hospital, part of Memorial Healthcare System in South Florida, wanted to promote its expertise across a variety of service lines and emphasize the concept of "trust."

CONNECT: Amperage combined traditional media to increase awareness of Joe DiMaggio Children's Hospital and amplify the effects of the campaign's online components. The traditional media utilized included television, radio, posters, print advertisements and billboards. Amperage collaborated with some of Memorial's other marketing partners to use effective search engine marketing to drive website traffic and promote an interactive social media campaign.

MOTIVATE: The "Trust" campaign featured three of the hospital's patients: Joey, Johnny and Sophia. By sharing testimonials from their families and physicians, the message was clear – when it matters most, trust Joe DiMaggio Children's Hospital. This message was embodied in specialized web pages and campaign videos hosted on the hospital's YouTube page.

MEASURE: Together, the testimonial videos on YouTube accumulated more than 100,000 views over a four-month period.



AMPERAGE | MOVE THE NEEDLE
HEALTHCARE MARKETING

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