

[case study]

# MERCY HEALTH BRAND CAMPAIGN

Eight simple words that united a health system—and defined a mission.

## THE CLIENT

Mercy Health is a Catholic healthcare ministry serving communities across Ohio and Kentucky. With 8 markets, 34,000+ employees, and 340+ care locations, it's one of the country's largest healthcare systems, delivering compassionate care that makes lives better—mind, body, and spirit.

## THE CHALLENGE

Prior to this campaign, Mercy Health was known as Catholic Health Partners (CHP), a group of regional health systems that only loosely identified themselves with the CHP brand. So when CHP began the transition to unite the system completely under a new

name—Mercy Health—they knew they needed a strong multichannel campaign to communicate the new brand to consumers while assuring them that the local care they depended on would not change.

## THE SOLUTION

LaineGabriel was already working with CHP to create internal leadership materials for the brand transition using the tagline “this is what we were meant to do”—a phrase that spoke to the purpose and passion of those leading the change. However, we soon realized the power of these words as a unifying proclamation of drive and determination for Mercy Health employees across the entire system—nearly

500 miles from Paducah, Kentucky to Youngstown, Ohio. Turn the page to see some of the materials we developed for this campaign.



## THE RESULTS

The campaign united 34,000 employees across the system and reached an audience of thousands in the first seven months alone.

**800,000**

people reached

**20**

unique videos created

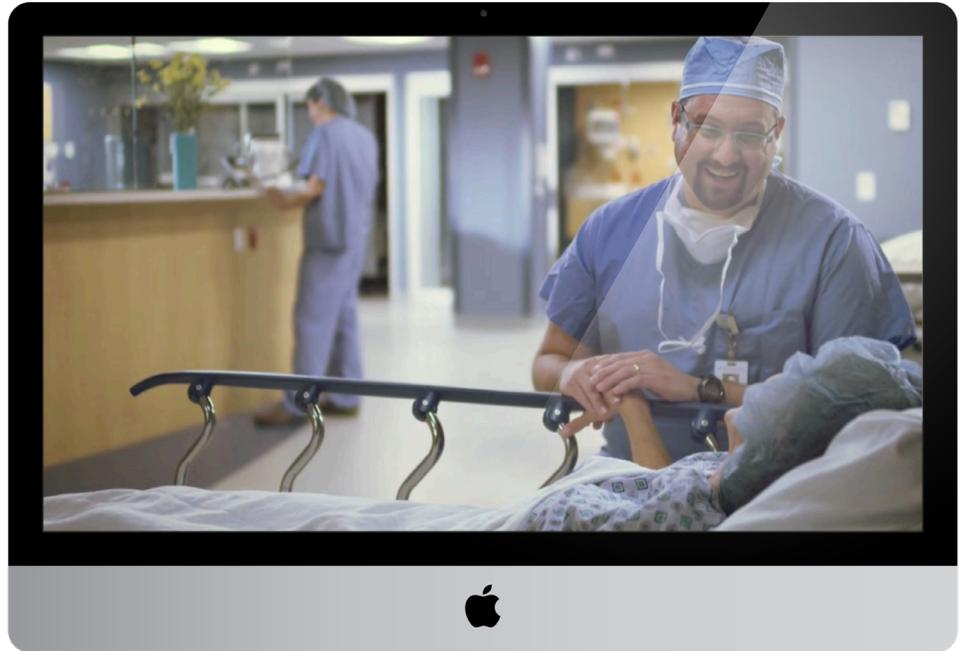
**420,000**

social media interactions

(614) 441-4226

lainegabriel

lisa@lainegabriel.com  
james@lainegabriel.com



**1. EMPLOYEE PROFILES** Video storytelling took a compelling and honest look at care from the perspective of the people who live it every day.

**2. EMPLOYEE ENGAGEMENT** A spin-off internal campaign lined the halls and breakrooms of Mercy Health facilities with collateral that reinforced the mantra's personal, driving message among employees.

**3. OUTDOOR, 5. PRINT** Targeted TV, print, outdoor, and social channels for each region used words from the anthem alongside portraits of Mercy Health physicians from every market.

**4. BRAND VIDEO** Our campaign began with an emotionally-driven brand video and tv spots that expressed the essence of the Mercy Health mission and the core values at the root of the merger.

