

Project: Open gate

Our client was an early adopter in a rapidly changing market. They saw the opportunity to give access to affordable private health to the non-insured masses. We were assigned to develop an integrated launch campaign for every individual clinic they opened over three years. They wanted customer call to action and feet through the doors. At a rate of 3 to 5 new clinics opening per month, we had an enormous task to develop and produce concept, materials, advertising in print, community and out-doors and point of sale materials to achieve their objectives. It was one of the most rewarding, challenging and exciting projects.



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