

BE THE CHANGE

NEMOURS / ADVOCACY

THE STORY:

Nemours Children's Health seeks to create a healthier future for all children. That requires thinking beyond the hospital walls, which is where you'll find the Nemours Well Beyond Medicine program. More than a band-aid or prescription, Well Beyond Medicine addresses issues that affect children, from food insecurity to safe learning environments. To realize their vision, Nemours seeks collaboration between the healthcare industry, community and business leaders, as well as educators and policymakers. The "Dear World" campaign is a major step toward making that happen and going Well Beyond Medicine.

THE IMPACT:

- Unaided brand awareness up 12%
- Top-of-mind ad awareness up 19% among business leaders
- Perception as a catalyst for innovation up 19%
- Perception of providing best-in-class care up 37%

THE TAKEAWAY:

The Dear World campaign elevated brand awareness among change-makers and served as a great first step in bringing them all together.

