

# BRAIN WAVES

## UCSF HEALTH / NEUROLOGY CAMPAIGN

### THE STORY:

UCSF Health's neurology and neurosurgery program has always pushed and continues to challenge the boundaries of knowledge. Their work delves deep into the mysteries of the brain, driving progress in knowledge and treatments that no one has advanced in decades. To increase national awareness and preference for UCSF Health, we told the story of their lifesaving research and treatments through work that simulates UCSF Health's breakthroughs. See for yourself as your brain fills in the partially completed message in one of the print, digital or online video concepts.

### THE IMPACT:

- 18MM+ impressions
- 41K new users
- 53K clicks to landing page
- 5% conversion rate

### THE TAKEAWAY:

While the work has changed minds, more importantly, it has changed a few lives too.

