

THE SITUATION

UCLA Health shares that same rising spirit as Los Angeles has — refusing to accept the impossible, setting the world ablaze in so many ways. But healthcare’s business-as-usual claims were everywhere. To break free, UCLA Health needed to connect with Angelenos by leveraging the common unwavering resilience that makes the city what it is.

THE INSIGHT

Instead of merely touting their rankings and achievements, an updated brand identity along with a brand platform that inspired Angelenos to "Keep on Rising" tapped into a more emotional side of healthcare, and celebrated not just their innovations, but the unstoppable spirit of Los Angeles.

THE IMPACT

Brand awareness, preference and perception all rose, and advertising recall was up on nearly every channel. In the land of the ultra-famous, the brand’s star power rose.

93%

BRAND AWARENESS

84%

PERCEPTION SHIFT

42%

RECALL

