

UCI Health

Powered by UC Irvine

The Nature of Medicine



THE SITUATION

UCI Health was building and opening a new hospital. It was a radically new approach to hospital architecture, but what made it truly different was the fact that it was intentionally built beside a 200-acre wildlife preserve, combining the best of medicine and the wonders of nature to help heal patients. Our job was to make the community understand how different a hospital like this was and why. And no, it wasn't just the new building.

THE SOLUTION

Orange County is culturally diverse, deeply health-conscious and culturally layered — with an international population believing equally in both the power of natural healing and breakthrough medicine. We used that insight to craft an unexpected TV commercial and campaign where frogs, birds and turtles were the stars of the show. Of course, along with a state-of-the-art hospital building.

THE IMPACT

Four million OC residents saw how medicine was changing in their backyard. Equally important, no animals in the wildlife preserve were harmed (or even mildly alarmed) in the making of the commercial.

