

Erin Priest

ADBR-150, Summer 2020

Professor Lott

Course Project: Integrated Campaign

Strategy Statement

Convince: Families living in the Central Valley that have kids with cancer.

That: Valley Children's Hospital has the expertise to help any child of any age with any type of cancer close to home in the central valley.

Because: It's hard on families to have to travel long distances to get treatment.

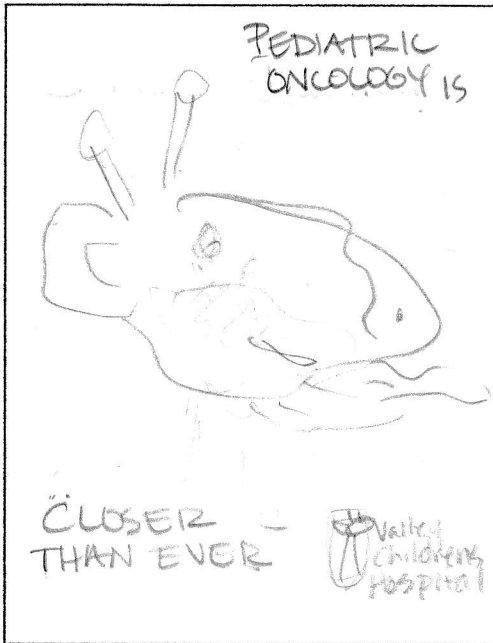
Support: They are the only pediatric oncology provider between San Francisco and Los Angeles.

Proposition Statement

Located in the Central Valley, we are one of the leading pediatric cancer facilities on the west coast.

Tone

Caring and fun that's supportive yet lighthearted.

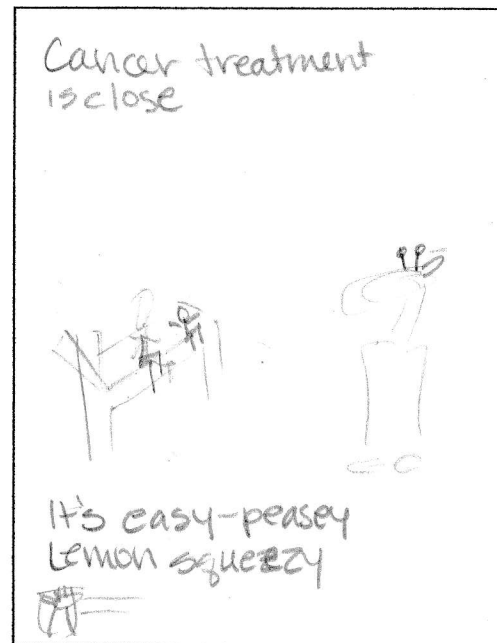


①

Net

Pediatric oncology
is closer than
ever

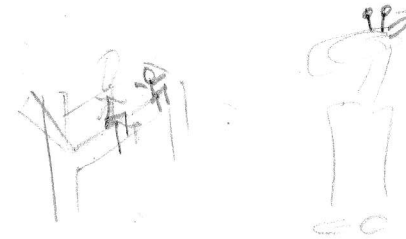
Giraffe squashed
against a window



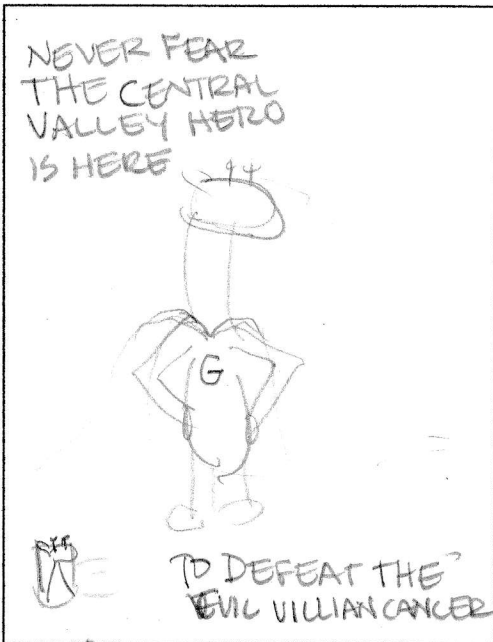
②

Lock

Cancer treatment
is close



It's easy-peasy
lemon squeezy



③

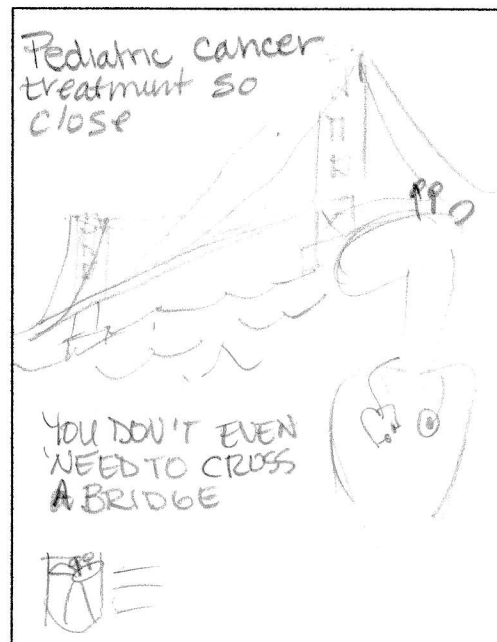
Erase



Never fear the
Central Valley hero
is here

To fight the evil
villian cancer

Hero G



④

Net

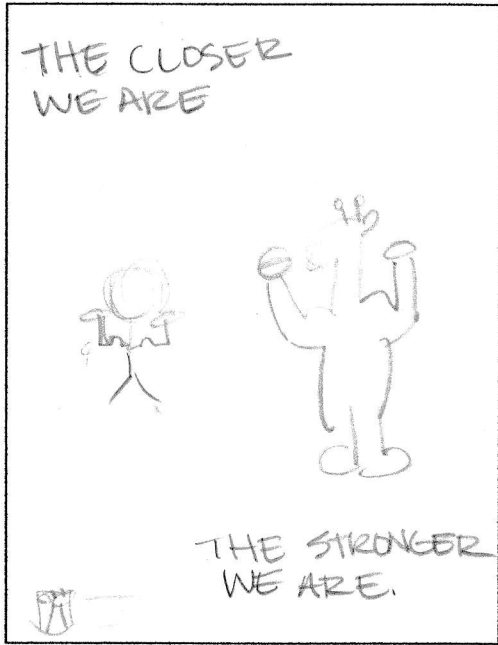


Pediatric cancer
treatment so
close



YOU DON'T EVEN
NEED TO CROSS
A BRIDGE

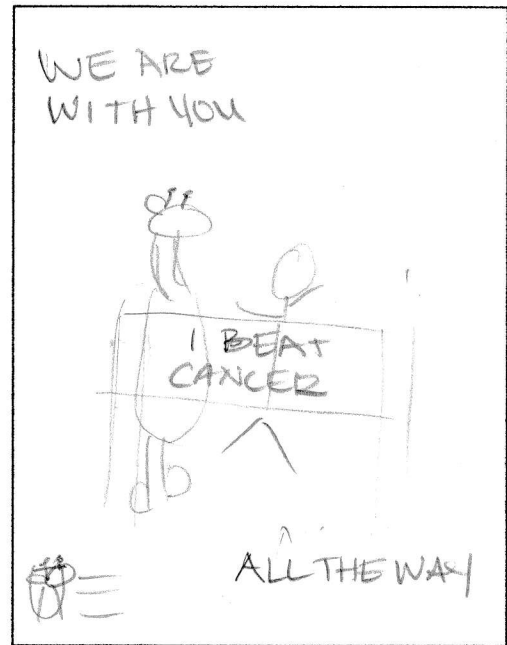
Golden Gate bridge
with Dr. G



⑤ Erase

We are stronger together

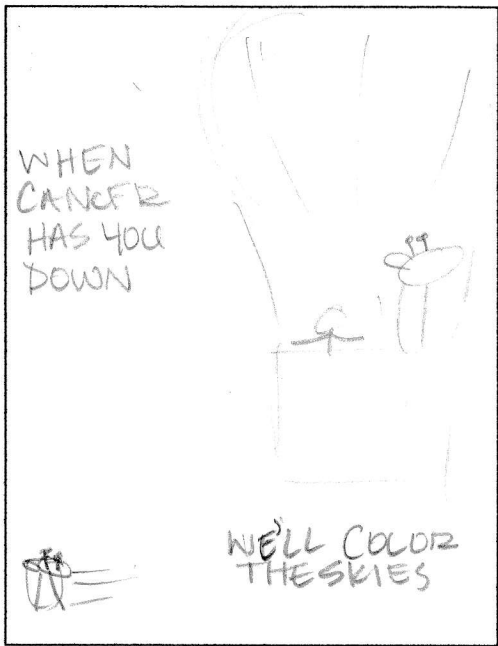
kid and body builder giraffe



⑥ Erase

We are with you all the way

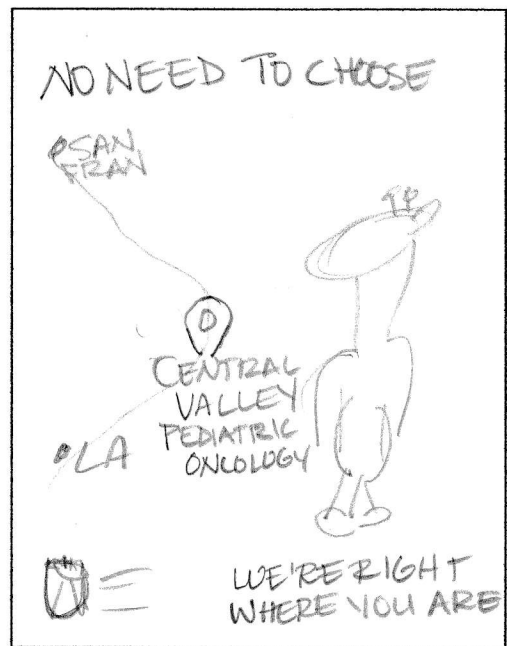
finish line with " I BEAT CANCER"



⑦ Lock

When cancer has you down we'll color the skies.

Color the Skies is an event with hot air balloons supporting Valley Children's Hospital

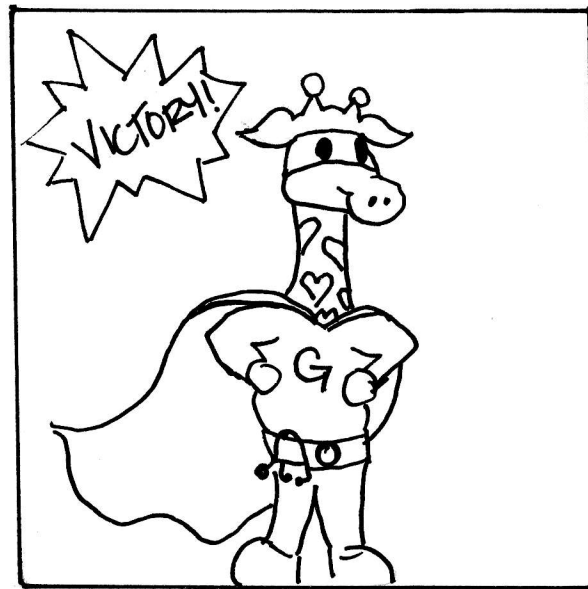
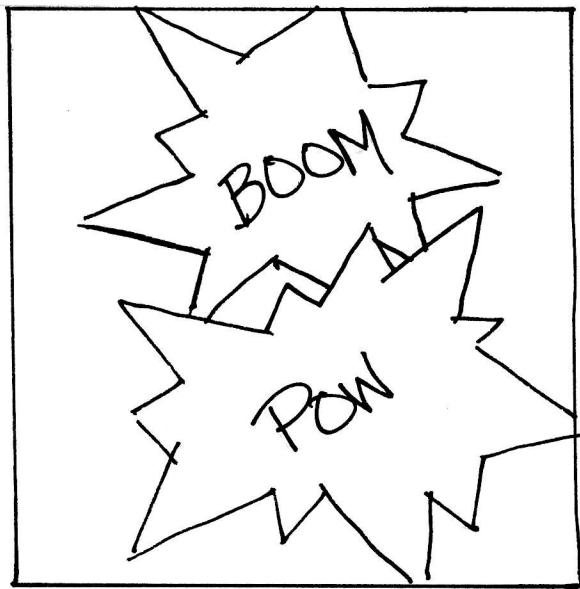
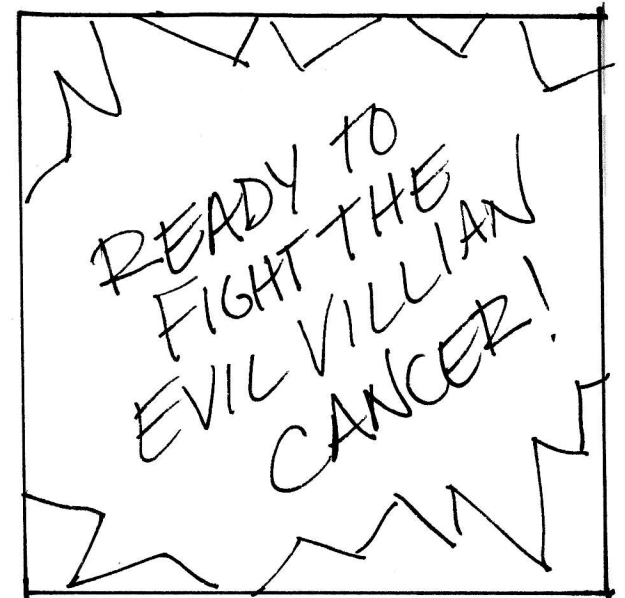
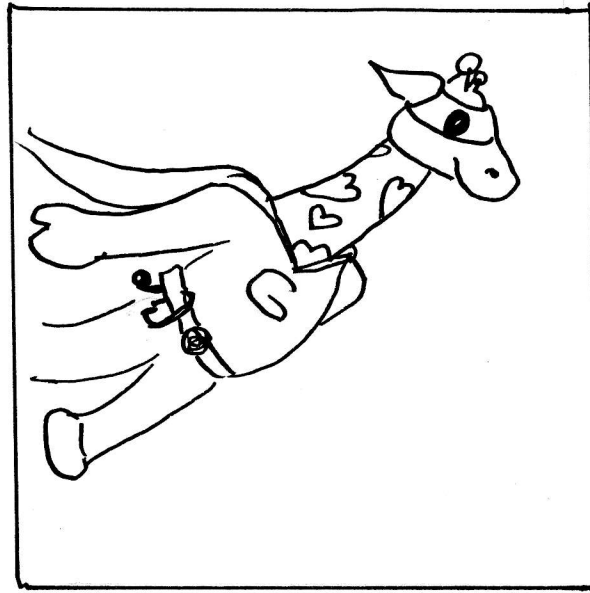
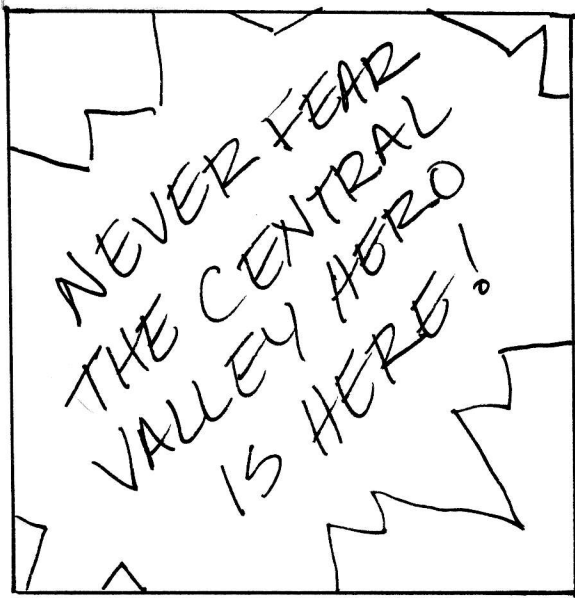


⑧) Net

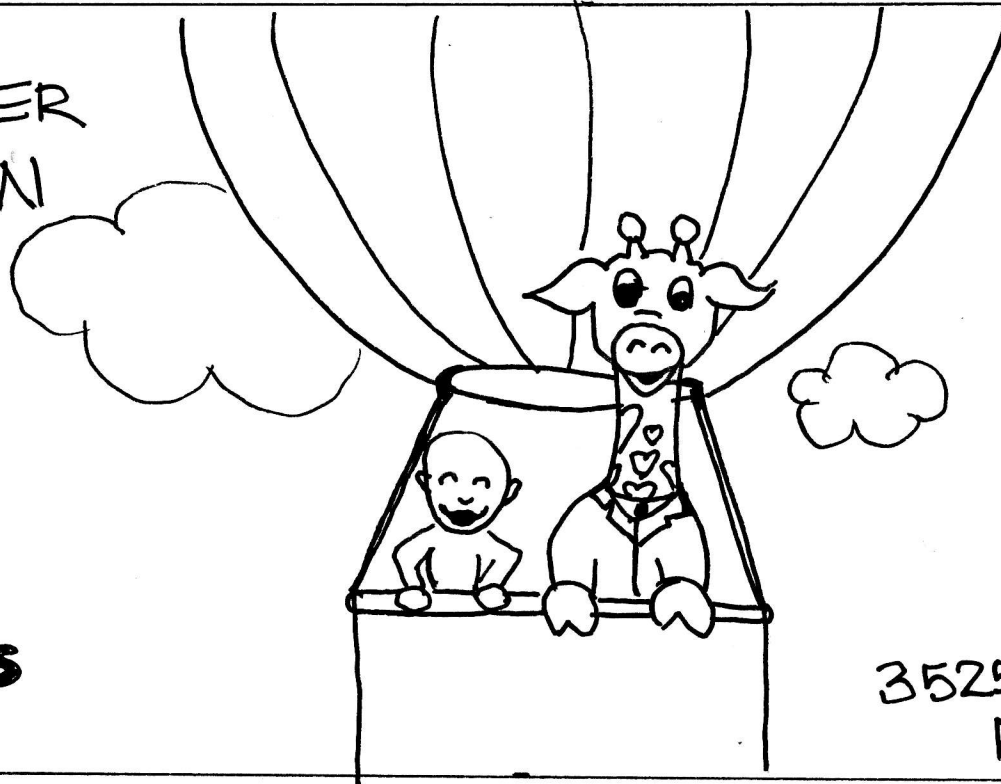
No need to choose we're right where you are.

Location - Central Valley Pediatric oncology

SOCIAL MEDIA ANIMATION



WHEN CANCER
GETS YOU DOWN



WE WILL
COLOR
THE SKIES

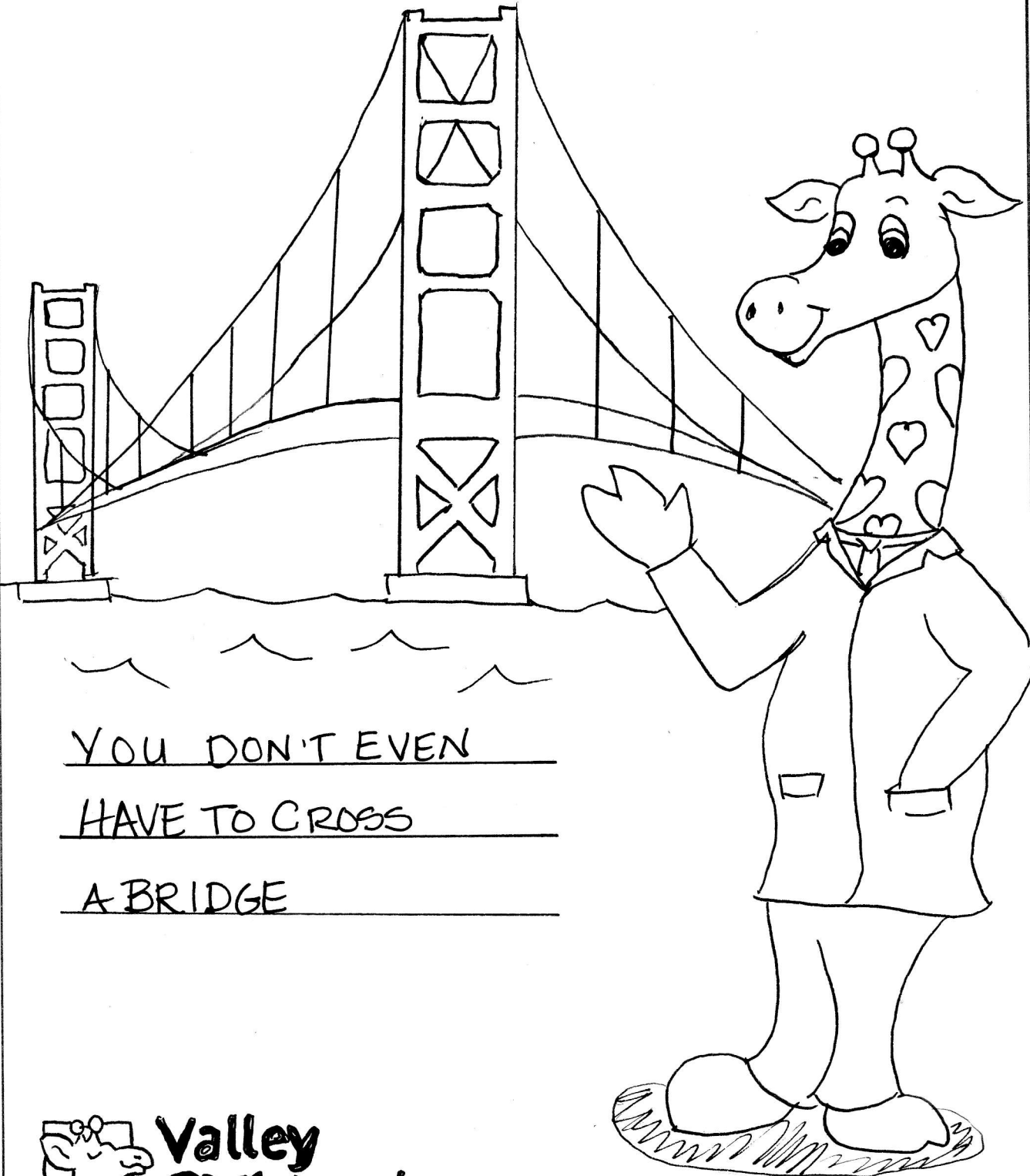


**Valley
Children's**
HEALTHCARE

3525 PELANDALE AVE
MODESTO

BILLBOARD

PEDIATRIC CANCER
TREATMENT SO CLOSE



YOU DON'T EVEN
HAVE TO CROSS
A BRIDGE

POSTER



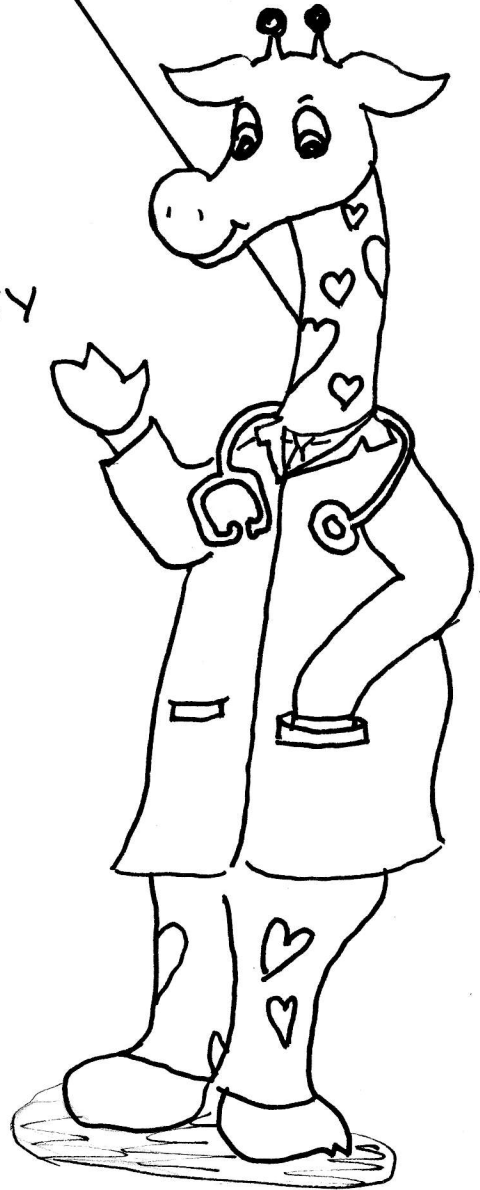
NO NEED TO CHOOSE

SAN FRANCISCO

CENTRAL VALLEY

PEDIATRIC
CANCER
FACILITY

LOS ANGELES

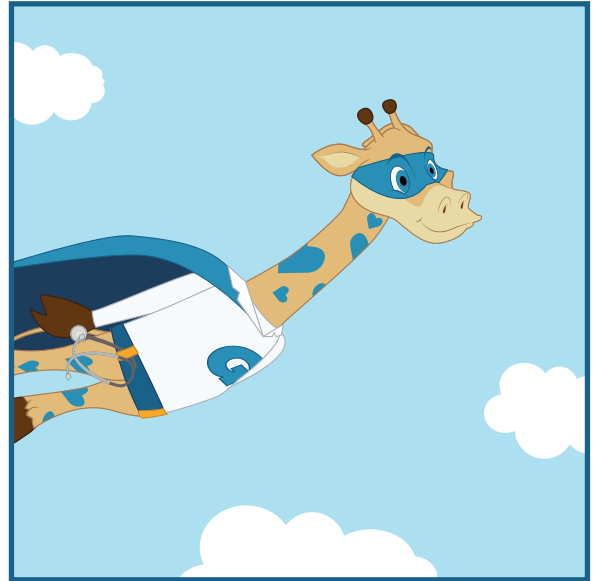


WE ARE RIGHT
WHERE YOU ARE



**Valley
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HEALTHCARE

Social media animation to be posted on Instagram.



**WHEN
CANCER GETS
YOU DOWN**



**WE WILL
COLOR
THE
SKIES**



**Valley
Children's**
HEALTHCARE

9300 VALLEY CHILDREN'S PLACE, MADERA

There is no need to choose.

SAN FRANCISCO

CENTRAL VALLEY



Valley
Children's
HEALTHCARE

LOS ANGELES

We are right where you are.

As one of the leading pediatric cancer facilities, our center is the only provider of pediatric oncology services between Los Angeles and the Bay Area.

9300 Valley Children's Place | Madera, CA 93636 | 559-353-3000



CANCER TREATMENT SO CLOSE,

YOU DON'T EVEN HAVE TO CROSS A BRIDGE.

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