Help.

We need your help. We now have more COVID-19 patients in our hospitals than ever before. And the overwhelming majority are unvaccinated

This is preventable. The best way to avoid serious illness is the vaccine. So, get vaccinated and get your booster. And keep taking all of the standard precautions like social distancing, washing your hands, and of course, mask up - even if you're vaccinated. If you do feel sick, get tested for COVID-19 at your local pharmacy, urgent care or physician's office. Not the ER. Then please encourage neighbors, friends and family to take all these steps, too.

We need you to care as much as we do.



MetroHealth

면 University Hospital



ST. VINCENT CHARITY MEDICAL CENTER

What can one word accomplish?

All of this.

150+

Earned placements as a local ad goes national

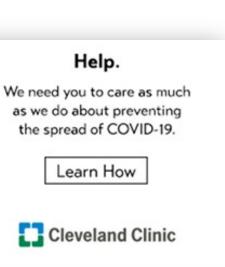


We're begging you. Hospitals across Ohio have more COVID-19 patients in their ERs and ICUs than ever before. The overwhelming rity are unvaccinated. This is preventable --- the best way to void serious illness is the vaccine. So, get vaccinated and get your ter. And keep taking all the standard precautions like social istancing, washing your hands, and of course, mask up -- even you're vaccinated. If you do feel sick, get tested for COVID-19 at your local pharmacy, urgent care or physician's office. Not the ER. Then please encourage neighbors, friends and family to take all these steps, too

GMA CNN



We need you to care as much as we do.





The Washington Post

Anderson Cooper **360**°





As the COVID-19 Omicron variant surged during the end of 2021 and start of 2022, caregivers & hospitals across Ohio, and the nation, were being pushed to their breaking points. With unvaccinated hospitalizations surpassing record highs, it was clear a call for action was needed.

With so much mixed messaging surrounding COVID-19, and images of fatigued caregivers flooding the media, we decided to take a different approach to encourage the citizens of Ohio to get vaccinated.

As the #2 hospital in the world, Cleveland Clinic led the charge with 5 other local hospitals to amplify our message with a single full-page local newspaper print ad, anchored by one simple word: **Help.**

What started as a single word, on a single ad, in a single Sunday newspaper, expanded to a fully integrated campaign that reached billions of eyeballs around the world.

1.25 Billion

Impressions

Everyone and their grandma paid attention when we cried for help.

Family Guy Shoutout

Social Engagements

Lots of people smashed that share button. Even our new bestie Seth MacFarlane to his 13.7 million followers.



Ehe New York Eimes

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As seen on Good Morning America

