

## THE BRIEF

UCSF Health is a leading academic medical center/hospital and one of the top 10 nationally ranked hospitals by U.S. News & World Report. With new market dynamics and strong challengers, the organization must continue to strengthen its position in the market and stay relevant in people's lives. They asked TILT to help them leverage their strength in Neurology and Neurosurgery to lift overall UCSF Health brand awareness and reputation amongst national thought leaders by highlighting the magnitude of UCSF Health's neuro breakthroughs on patients' lives.

## THE CREATIVE IDEA

Ranked #1 by USNWR in 2021, UCSF Health's Neurology and Neurosurgery program continues to push the boundaries of knowledge and understand the mysteries of the brain, driving progress in disease treatments that no one has advanced in decades. TILT created a campaign that utilizes dramatic insights from the program to build a sense of drama about how much UCSF Health is doing to take what we know about the brain forward.

## CHALLENGES

Getting the attention of thought leaders (eg doctors) and cutting through the clutter of information that these individuals take in every day, while at the same time giving potential patients a sense of the magnitude of UCSF Health's abilities as a medical institution.

## IMPACT

The digital campaign delivered over 12.1MM digital impressions in just 5 weeks and \$61.8K in incremental media value (including print) over the contracted amount.