

Entry: **Best of Healthcare**

"Care ties us together" delivers the promise of world-class care woven into the fabric of communities. Animations bring to life the weave of the brand's logo, signifying the compassionate care delivered by Dartmouth Health providers who live within and are proud to be part of its local communities. With "Care ties us together," Dartmouth Health emphasizes both big and small moments and symbols of this tight community connection.

Results:

Awareness - significant positive lift across all answer categories, with a noticeable 52.9% lift in the 10+ frequency category.

- Attributes - positive lifts in the Exposed category across all statements, reflecting a strong and positive brand attribute perception.
- Consideration - second-highest brand consideration (behind Mass General Brigham, a much larger system with greater ad spend) at 9.2%, a growth of 2% YOY.
- Ad Recall - Dartmouth Health ranks second (behind Mass General Brigham) at 12.2%, showing a growth of 4.1% YOY.
- Favorability - significant positive lifts in brand favorability in the 10+ category (people who were exposed to ads 10+ times) - achieving a 41.5% lift.