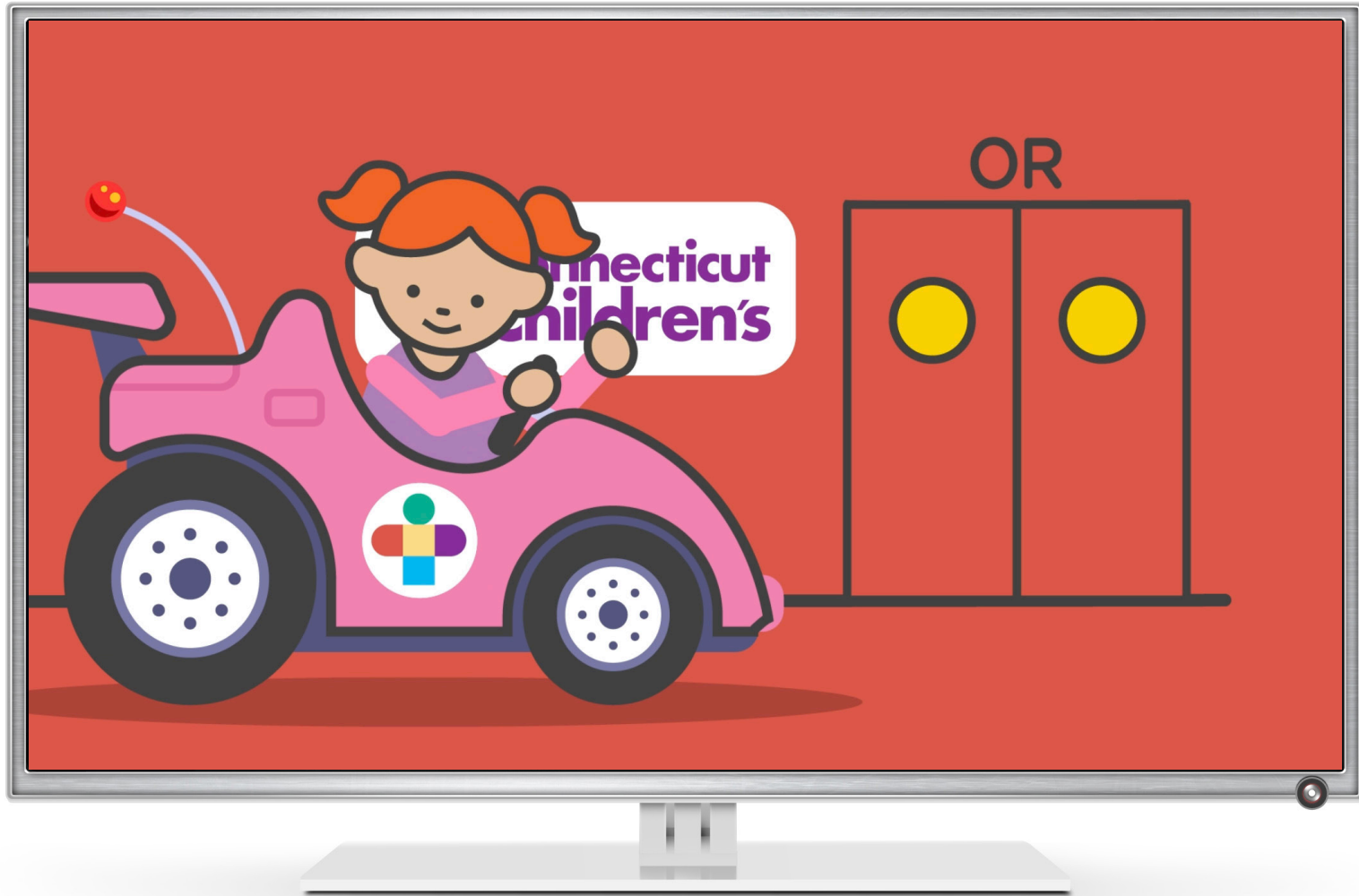


69th Annual Advertising Club of CT Awards Show

Project Description: Connecticut Children's 100% Kids Campaign

Connecticut Children's isn't just an expert in medicine—they're an expert in kids, too. Plus, they're the only health system in the region that has the singular claim on both. The campaign leans into that singular focus from all angles—messaging, visuals, and language. Modern, kawaii-style Illustrations telegraph kid-centric and stand out in the sea of photography long favored by their competitors. Together with copy that cleverly contrasts hard-hitting stats about expertise with kid-friendly proofs, the campaign doesn't just say “we get kids”, it shows it.

TV




[Watch Here >](#)


OOH



Display Banners



1,000s of pediatric experts.
100% fluent in kid-speak.
100% kids.



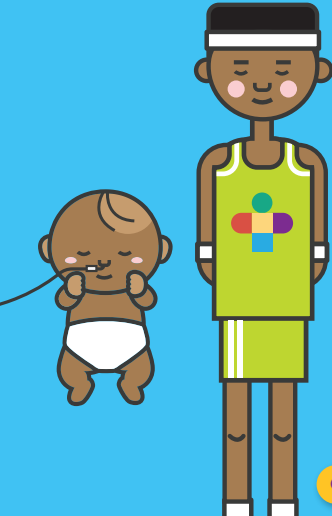
GO BEYOND IMAGINATION.




41 locations for closer-to-home expert care.
100% fewer “are we there yet”s.
100% kids.



GO BEYOND IMAGINATION.



360° state-of-the-art technology and treatment.
For **16**-ounce preemies to **6**-foot teens.
100% kids.



GO BEYOND IMAGINATION.

Radio

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