

## **69<sup>th</sup> Annual Advertising Club of CT Awards Show**

### **Project Description: Hartford HealthCare National Player TV Spot**

To differentiate from typical healthcare advertising and ensure audiences felt the impact of recent accolades, we avoided the usual imagery of doctors, nurses, and health technology. Instead, we told Hartford HealthCare's brand story through the metaphor of a local talent rising to the level of a national star.