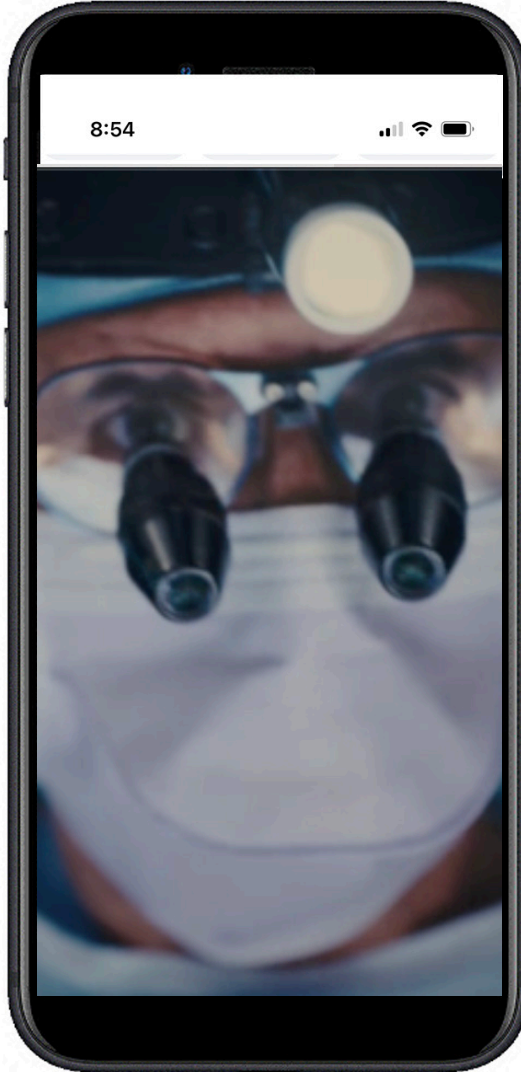


69th Annual Advertising Club of CT Awards Show

Project Description: Hartford HealthCare National Player Campaign – Best of Healthcare Marketing

Many healthcare systems tout their awards with the usual images of doctors, nurses, and impressive technology. To help Hartford HealthCare stand out, we boldly chose to never show any health imagery. Instead, we used the metaphor of a local talent becoming a national star and winning championships.

Social Video



Hartford HealthCare National Players

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TV



Hartford HealthCare National Players

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