



**Best of Healthcare Marketing**  
**Client | CT Department of Public Health**

## **“Double-Dog Dare”**

Data shows that many don’t go to the doctor on a regular basis. We used man’s best friend to leverage a fool-proof tactic to get guys to book appointments.

### **RESULTS:**

In just over three months time on Connected TV (CTV), there were nearly one million completed views. CTV Remarketing display banners exceeded benchmark goals by 2X.

### **CREDITS:**

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Production Company: Threadwood

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