Connecticut Children’s 100% Kids Campaign

Connecticut Children's is the state's only healthcare system solely focused on serving children. This campaign brings that distinction to life with a unifying "100% Kids" theme, colorful illustrations, and powerful proof points — all conveying the innovative breakthroughs and pediatric expertise that this system makes accessible to families across the state. Already, it has driven a dramatic increase in awareness of – and favorability toward — the Connecticut Children's healthcare system.

Our overarching strategy was to leverage a unifying campaign theme — and a distinctive visual appeal — to reinforce the systems' key differentiator across every touchpoint. The theme "100% kids" succinctly captured the fact that kids aren’t a department at Connecticut Children's, they’re everything. Custom illustrations, compelling stats, and playful copy brought the story to life across every execution. All that enabled this campaign to break through competitor clutter with unmistakable kid-friendly energy, color, and warmth.