



“You Want Novant

Novant Health

N ■ **NOVANT**
HEALTH

” Novant Health

You Want Novant

Novant Health operates across four states with 16 medical centers, over 2,053 physicians, and 40,000 employees. While known for compassionate care, they faced a widening “expertise gap” in perception versus competitors, causing patients to seek advanced care elsewhere. Novant Health needed to overcome the perception that competitors offer superior expertise, especially in specialty care.

Our consumer insight was that people don’t want to compromise between superior expertise and compassionate care but feel forced to choose. While they complain about healthcare’s status quo, they’ve accepted it. But deep down, it’s okay to demand both excellent care and compassion.

Our strategy was to show that Novant Health has the expertise, experience, and compassion to deliver the best possible care in every situation, without compromise, through the following connection point: “Don’t compromise. Choose the best care for you.”

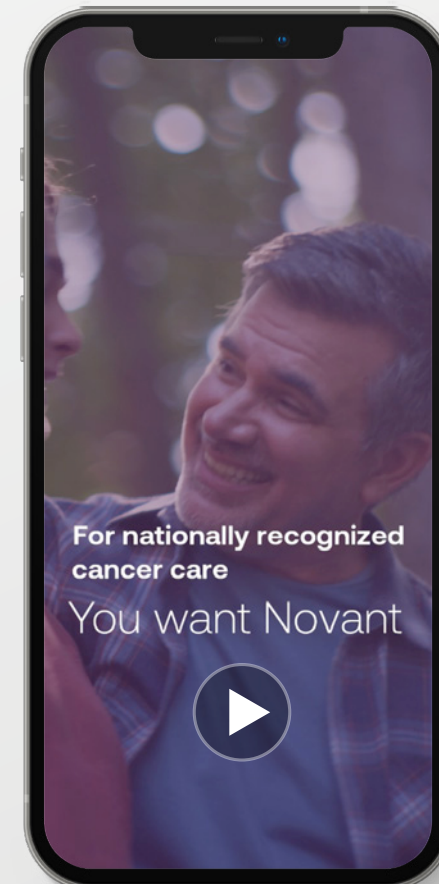
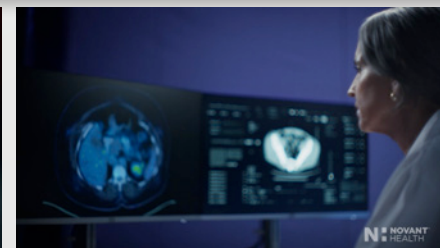
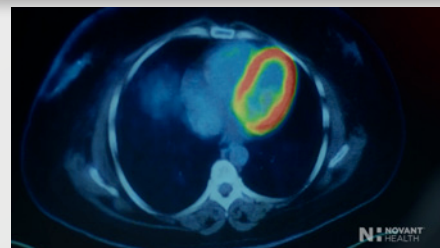
Our target audience was commercially insured people aged 45-64, with messaging focusing on both clinical excellence and human compassion.

The You Want Novant campaign combined a memorable tagline/mnemonic with emotional first-person patient narratives expressing authentic desires and fears, positioning Novant Health as the confident solution offering both expertise and compassion.

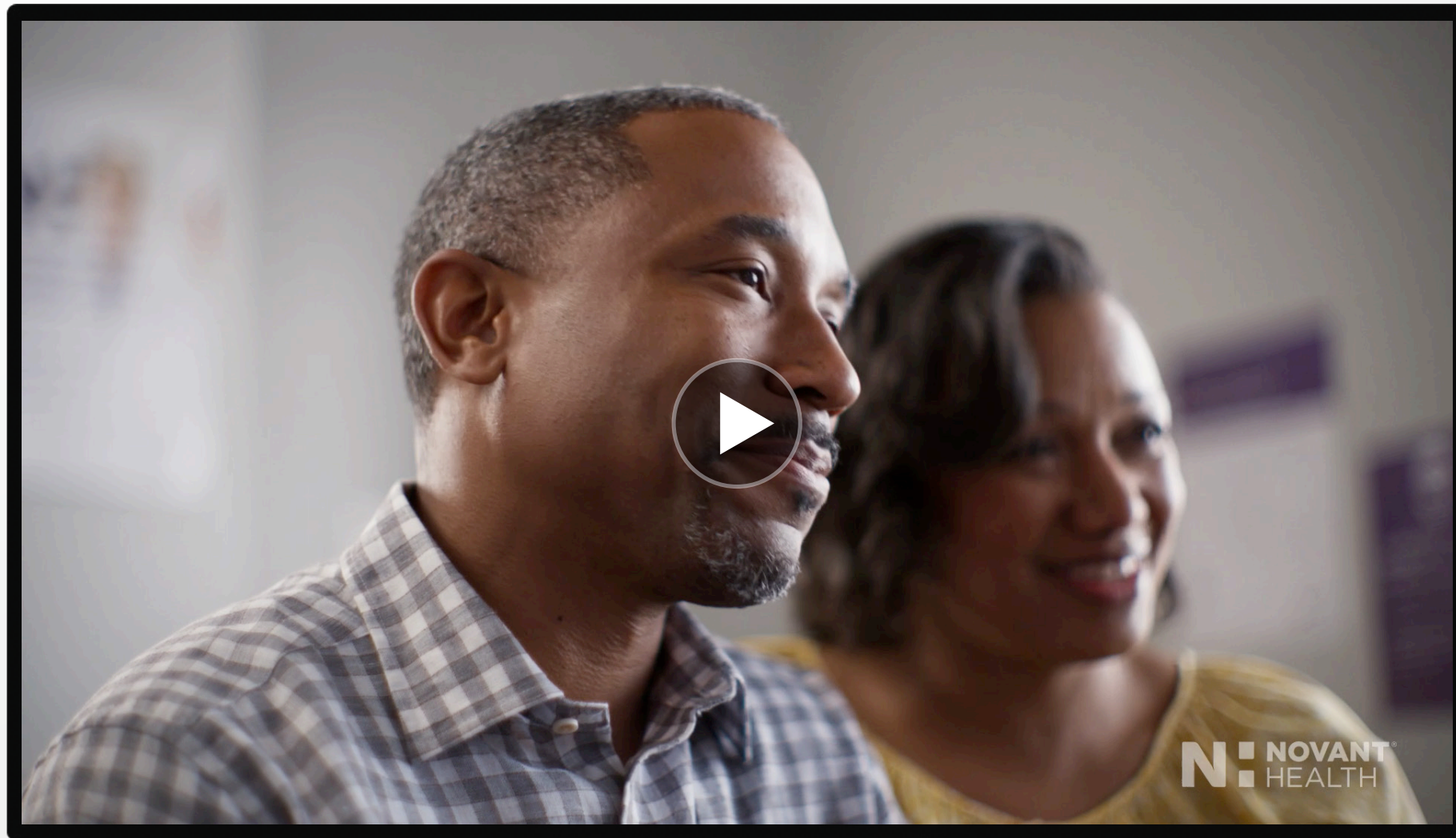
The integrated campaign included broadcast TV, connected TV/OTT, streaming audio, digital display, social media, out-of-home and print advertising across their service areas.



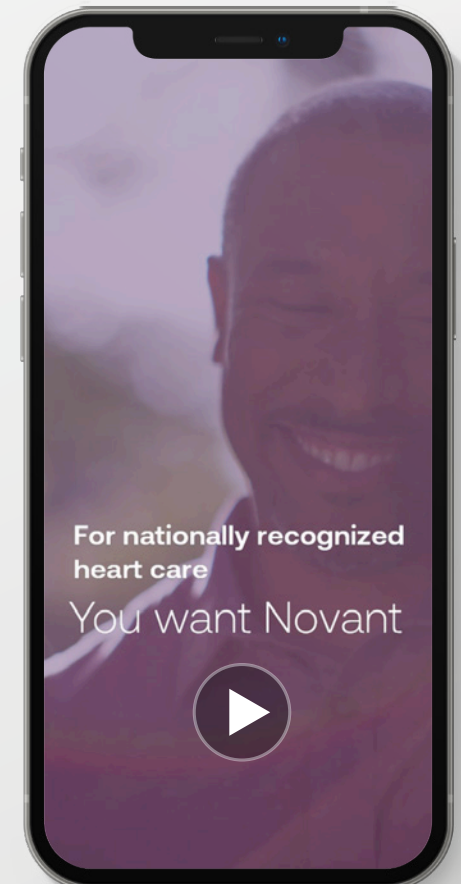
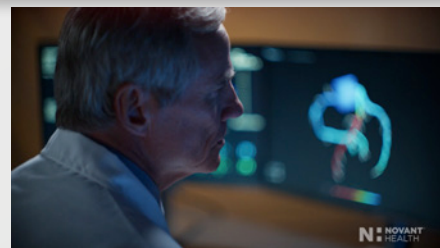
:30 TV
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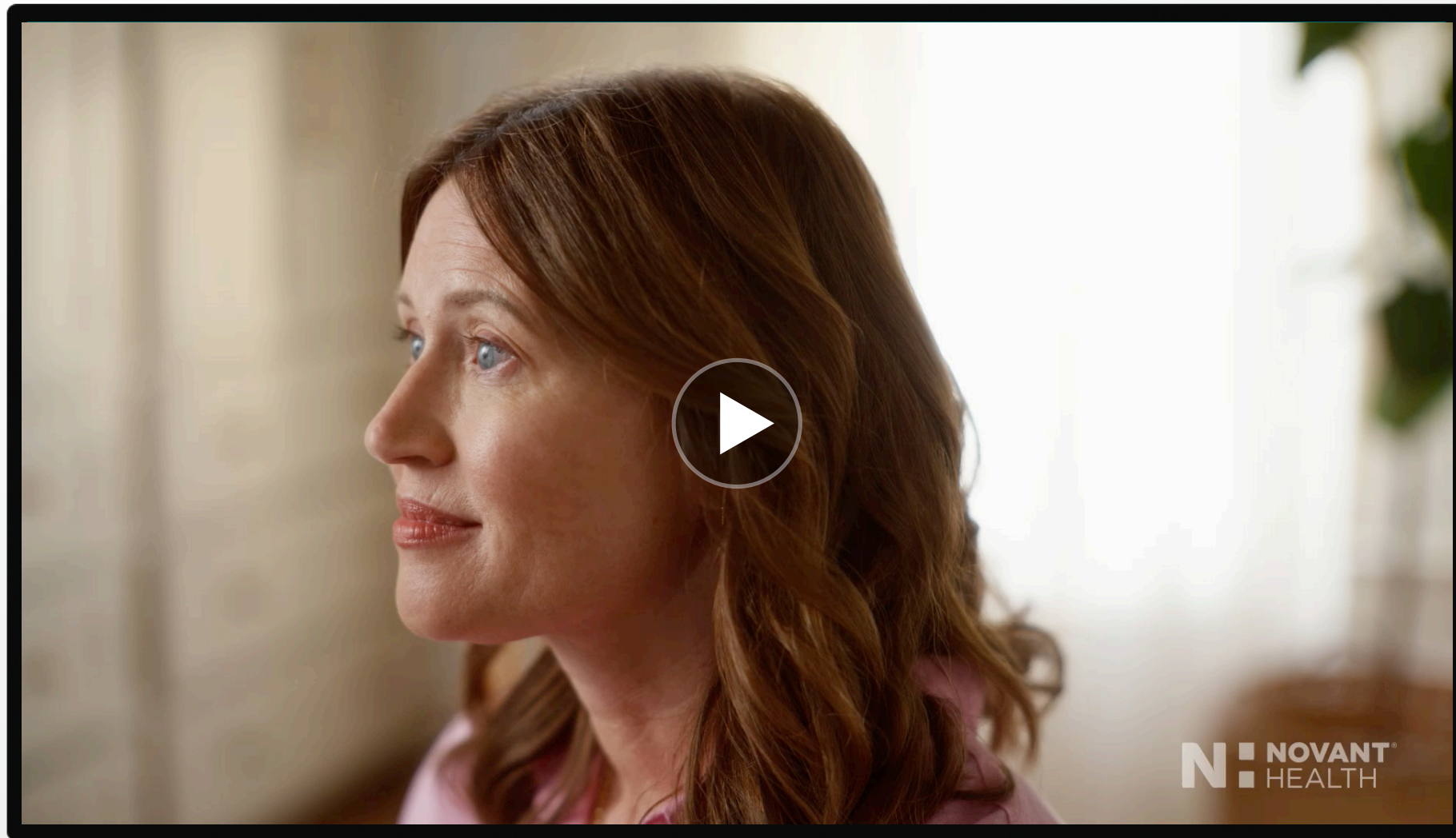
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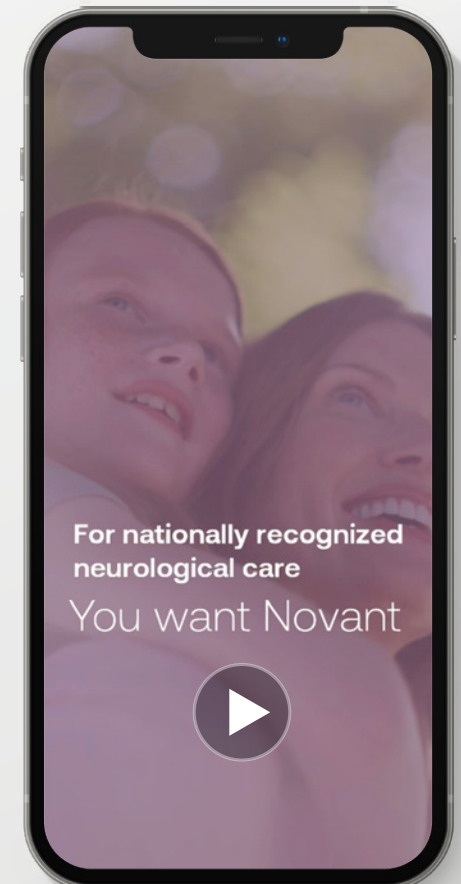
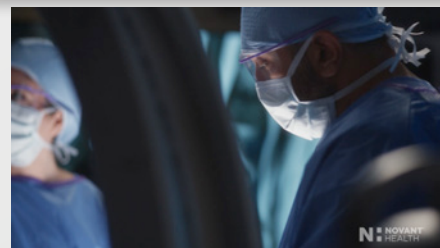
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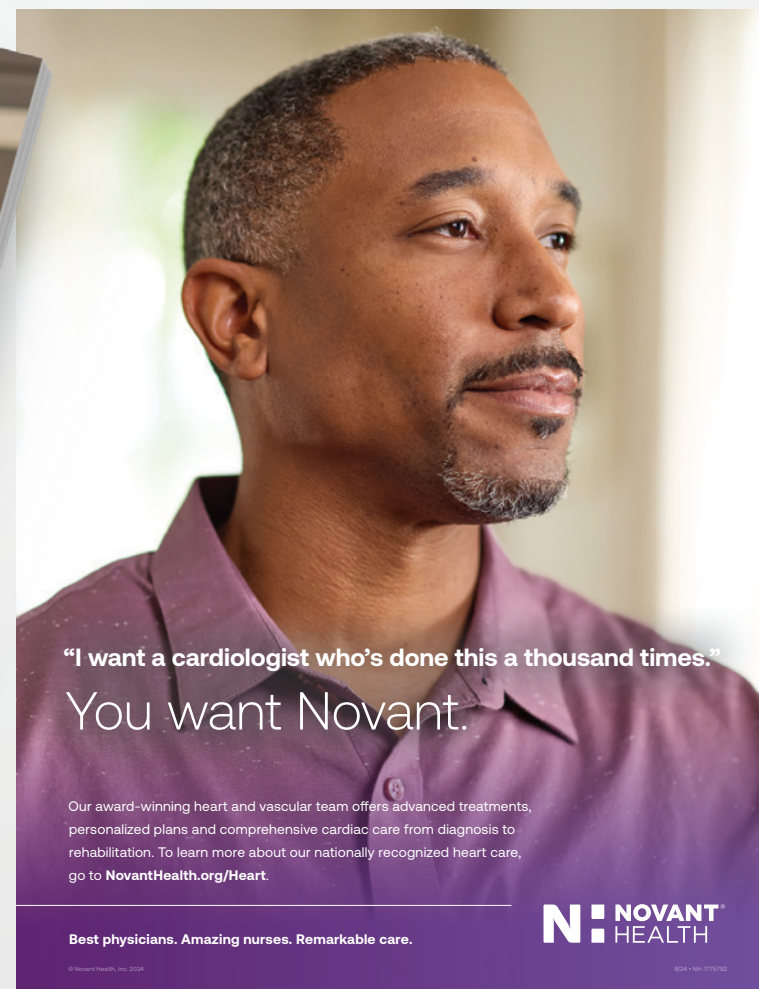
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CANCER



HEART & VASCULAR



NEURO

For nationally recognized cancer care.
You want Novant.

At Novant Health, you get cancer treatments like early-phase clinical research trials, robotics, microsurgeries, and new radiation therapy techniques and technology. To learn more about our award-winning cancer care, go to NovantHealth.org/Cancer

Best physicians. Amazing nurses. Remarkable care.

N NOVANT HEALTH

CANCER

For nationally recognized heart care.
You want Novant.

Novant Health is one of the best in the nation for treating heart attacks, with numerous awards from the American Heart Association and the American College of Cardiology. To learn more about our award-winning heart and vascular care, go to NovantHealth.org/Heart

Best physicians. Amazing nurses. Remarkable care.

N NOVANT HEALTH

HEART & VASCULAR

For nationally recognized neurological care.
You want Novant.

Leading-edge treatments with proven clinical results. Non-surgical and minimally invasive options. Top neurosurgeons and spine specialists. It's all here at Novant Health. To learn more about our award-winning neurological care, go to NovantHealth.org/Neuro

Best physicians. Amazing nurses. Remarkable care.

N NOVANT HEALTH

NEURO

CANCER



For nationally recognized cancer care
You want Novant




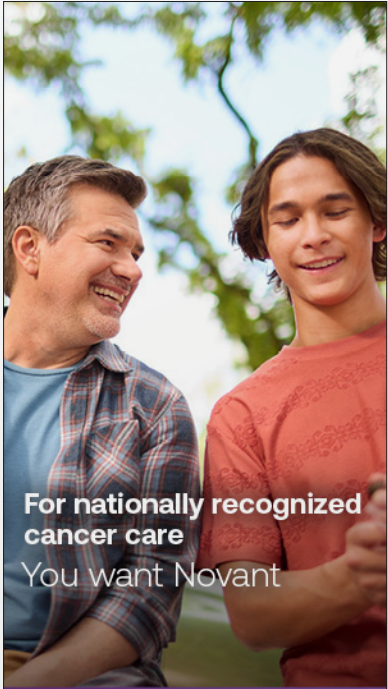
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For nationally recognized cancer care
You want Novant


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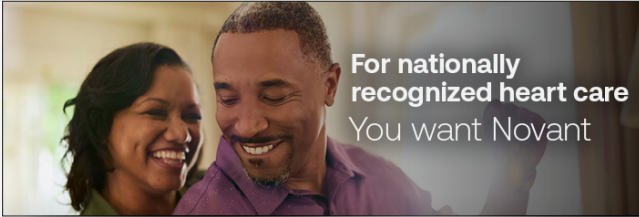


For nationally recognized cancer care
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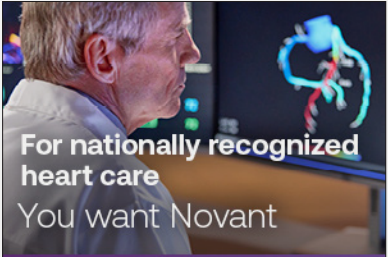
HEART & VASCULAR



For nationally recognized heart care
You want Novant




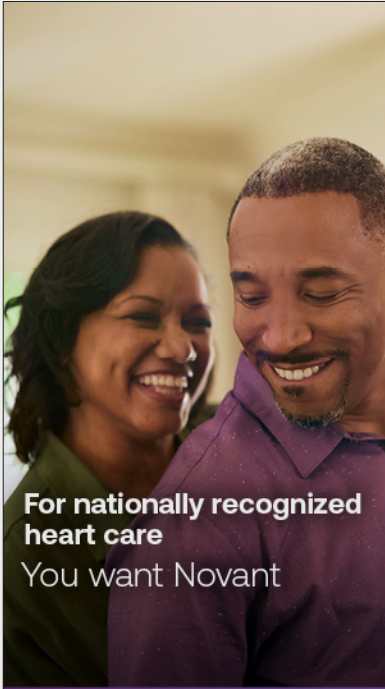
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For nationally recognized heart care
You want Novant


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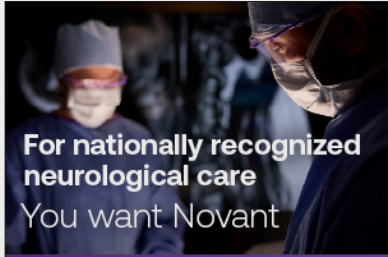
NEURO

For nationally recognized neurological care
You want Novant






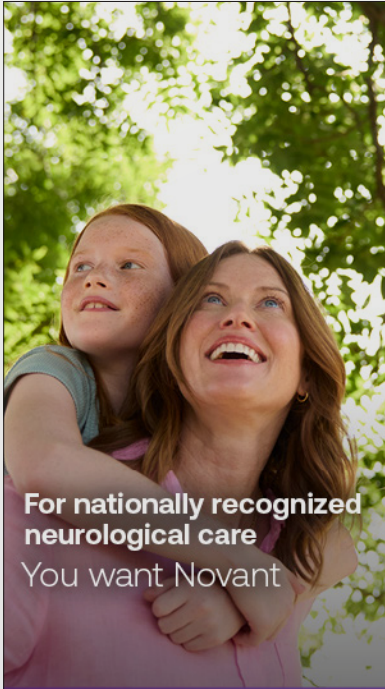
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For nationally recognized neurological care
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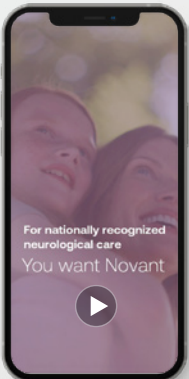
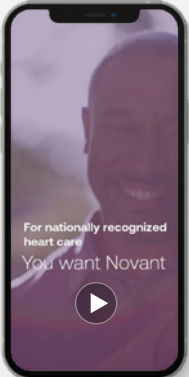
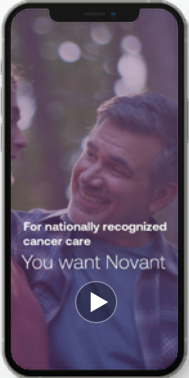
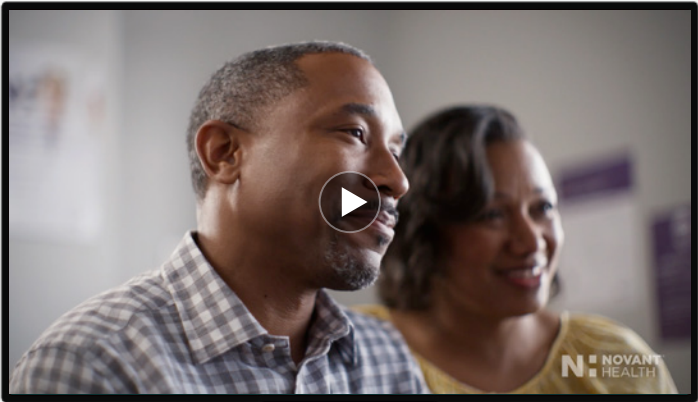


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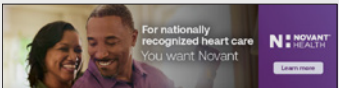
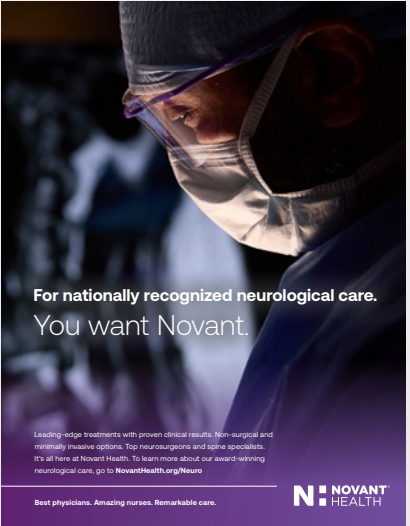
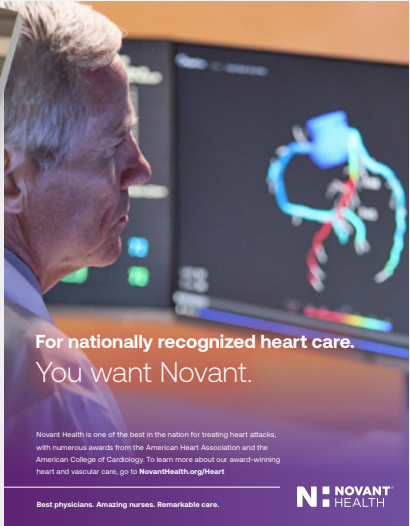
Transit Wrap – Charlotte

TV, AUDIO & SOCIAL VIDEO
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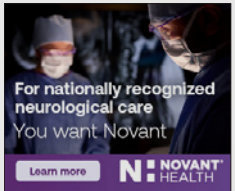
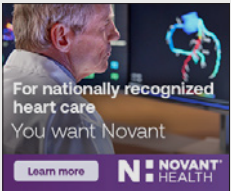
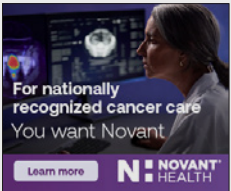


PERCEPTIONS OF
EXPERTISE GREW
7pts
SINCE CAMPAIGN
LAUNCH

CAMPAIGN DROVE
317M
IMPRESSIONS
IN 1ST 2.5 MONTHS



DIGITAL DROVE NEARLY
1.4M+
SITE VISITS



DIGITAL SPECTACULAR [CLICK THE SCREEN TO VIEW](#)

