



IDENTITIES  
ADVERTISING

**Q:** With the installation of industry-new High Resolution CT Scanner systems for cardiac scoring at Blue Ridge HealthCare Systems hospitals, how does Blue Ridge HealthCare Systems introduce the new technology to the public, make it appealing and get consumers to take action when health insurance will not cover this procedure and patients have to pay out-of-pocket?

**A:** Design a reverse psychological thought process advertising campaign.

When Blue Ridge HealthCare Systems approached Identities Advertising with the challenge of creating an advertising campaign that would introduce the new high resolution Cardiac Scoring CT Scanning system to consumers and get them to take action, Identities grew concerned because the consumer had to pay for it out of pocket.

Identities researched the CT Scanning process and discovered that the procedure has a unique scoring system that contradicted the norm of how people get scores on tests. People are use to having goals of 100% for an “A” grade on tests and the lower the score the worse their grade is. With the CT Scanning system, this is just the opposite. A “0” is a perfect score.

Identities focused on this scoring system to develop a reverse psychological advertising campaign that predominantly portrayed smiling people holding their score of “0” with a headline stating, “I got my score. Do you have yours?”

The campaign was a great success. Blue Ridge HealthCare Systems received 561 consumer registrations for the cardiac scoring procedure during the 60 days of the advertising campaigns life cycle.

