



Health

Premier has worked with a number of clients in the health and beauty sectors. They often advertise because of the strong reach we offer into the African-Caribbean population, or because of our majority female audience which enables us to reach into the heart of the family. Our high proportion of audience aged 50+ is also a draw for advertisers who in the health sector often need to reach this audience.

CASE STUDY:

NHS Bowel Cancer Awareness campaign

Premier has handled a number of public health campaigns over the years and is known to national and local government for our reach of ethnic communities in the major cities. This campaign was unusual in that it was to target our entire audience with messaging primarily outside the radio ad breaks.

The Brief:

With a budget of £10k, find as many creative means as possible to communicate NHS public messaging on bowel cancer awareness and to engage social influencers to spread these messages among the communities they reach.

Delivery:

Premier's multimedia capabilities came to the fore with use of both traditional and digital media to deliver the campaign including:

- Original production of two different copy radio commercials
- A bespoke online microsite housed within the Premier website populated with information, testimonials, links to further help and resources and downloadable resources for community leaders and church pastors.
- An e-marketing campaign targeting major conurbations by postcode
- A separate e-marketing campaign targeting church leaders
- Editorial coverage in *Premier Christianity*
- An original five part radio documentary looking at all aspects of the disease from the viewpoints of patients, medical staff and health advisors including editorial captured on location at a cancer specialist hospital
- Live editorial targeting our female audience in Premier Christian Radio's "Woman to Woman" radio show
- Scripted presenter reads with station endorsement of the campaign
- Recorded endorsements from well-known national church leaders for use on-air, online and in the e-marketing campaign
- An awareness survey emailed pre- and post-campaign to demonstrate campaign effectiveness.

Here is what one of our Health clients have to say about working with Premier:

COI

"Excellent! I've been really impressed by what Premier has pulled together on both the Bowel Cancer and the Stroke campaign. Great work!"

Patricia Macaulay
Strategist for Cultural Diversity,
Central Office of Information (COI).

Premier.

MEDIA PACK

For more information contact your Account Manager, or call 020 7316 1300 option 3, or email sales@premier.org.uk

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premier.org.uk