



**Client: NHS Manchester Children's Hospital**

**Type: Online Ad**

## PROBLEM

Working with the team at Fused we were approached to help the NHS Foundations Trust communicate the opening of the UK's biggest Children's hospital in Manchester in 2009. The client wanted something simple but effective that would stick in the viewers' mind and encourage them to pass it on, thereby spreading the word of the great new facility.

## SOLUTION

It was obvious from the outset that some humour and personality would be the best way to give this online ad the viral quality that would get it noticed. Working with Fused's creative team we settled on an approach based around the slow reveal of a giant baby taking over Manchester's streets. Shot in a style based on the Hollywood blockbuster 'Cloverfield' this funny online ad took 1.5 days to shoot and a lot of post-production work to really bring it to life. A simple voice over from Coronation Street's Tupele Dorgu finished it off nicely.



## BENEFIT

There have been a whole host of benefits for both Fused and Manchester Children's Hospital so far and here is just some of their feedback;

**"Central Manchester University Hospitals NHS Foundation Trust is one of the largest teaching NHS organisations in the UK and when we found ourselves about to relocate four of our hospitals we understood the enormity of this and that we needed a strong publicity campaign to support it."**

It was essential that the general public were made aware of the major changes to our services and in particular the relocation of our two children's hospitals from other areas of Manchester to a new Royal Manchester Children's Hospital on our other hospitals site on Oxford Road.

As part of a complex marketing strategy Ten Alps Vision produced an innovative 20 second online ad which utilised the campaign theme to great effect. The ad was disseminated electronically via an email database of over 30,000 mums in the Greater Manchester area. The ad was used as a primary focus for community engagement via a Digi Van within several locations across Manchester. The ad also formed part of the website and was used on YouTube as part of a PR driven supporting strategy.

Both Fused Ltd and the client were very impressed at the quality of the ad produced by Ten Alps Vision. It has been a great talking point and contributed to a very successful campaign."



MARKETING AND DIGITAL COMMUNICATIONS

## ONLINE VIDEO & VIRAL

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DIGITAL & WEB TV

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DESIGN

STRATEGIC DESIGN

DIRECT MARKETING

MEDIA

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