

CASE STUDY

I'M RIGHT HERE: BRAND CAMPAIGN



CONTEXT

St. Elizabeth Healthcare needed a research-driven brand platform that could carry an emotional, differentiated promise into a crowded regional healthcare market, one built to launch big and hold up over years of iteration.

ACTION

As internal creative and brand lead, I guided strategy, concept development, and long-term stewardship of "I'M RIGHT HERE" in collaboration with agency partner GSW, launching during the 2018 Super Bowl with an integrated rollout across TV, digital, OOH, print, and radio, and a formal campaign style guide for consistent systemwide use.

RESULT

Won the Commercial category at the Ohio Valley 55th Annual Regional Emmy Awards, performed above industry norms in relevance, persuasion, and action in qualitative research, and is still active today, having evolved through multiple iterations, now IRH 4.