

Portfolio Case Study: Bladder Health Awareness Campaign for Pelvic Health Medical Device Company

Problem/Opportunity Statement

A leading pelvic health medical device company needed a focused Bladder Health Awareness campaign to educate and empower potential patients about bladder health. The campaign aimed to increase brand visibility, drive engagement, and position the company as a trusted authority in bladder health. The challenge was to achieve these goals within a tight one-month timeframe.

My Role as the Senior Graphic Designer

As the senior graphic designer, I was responsible for leading the campaign with the following tasks:

- Conducting research on bladder health to understand key messages and information that would resonate with potential patients and healthcare professionals.
- Crafting a series of visually captivating social media graphics aimed at educating and empowering individuals about bladder health.
- Developing account-based marketing ads tailored specifically for healthcare professionals to drive engagement and awareness within this key demographic.
- Ensuring all designs were visually appealing, on-brand, and delivered within the condensed timeline.
- Collaborating with the marketing team to align on campaign goals, messaging, and distribution strategies.

Tools Used

To deliver the campaign effectively, I utilized the following tools:

- **Adobe Creative Suite** (Illustrator, Photoshop, InDesign): For creating and refining social media graphics and marketing ads.
- **Microsoft Office Suite**: For collaborating on content and integrating feedback from various stakeholders.
- **Microsoft Teams**: For communication and collaboration with the project team and stakeholders.
- **Workfront**: For project management and tracking progress to ensure timely delivery.

Achievements

The Bladder Health Awareness campaign achieved several key outcomes:

- **Increased Brand Visibility:** The campaign successfully increased the company's brand visibility within the target audience.
- **Engagement Metrics:**
 - **US Paid Media KPIs:**
 - 1 million display impressions
 - 20,700 LinkedIn impressions
 - 0.51% LinkedIn click-through rate
 - 633 unique website visits
 - 85 downloads
- **Meaningful Conversations:** The campaign sparked meaningful conversations about bladder health, engaging both potential patients and healthcare professionals.
- **Positioned as a Trusted Authority:** The campaign effectively positioned the client as a trusted authority in bladder health.
- **Positive Stakeholder Feedback:** The campaign received positive feedback from the client and other stakeholders, affirming the success of the initiative.

Despite the condensed timeline, the campaign was a success, showcasing my ability to lead and execute a high-impact design initiative under tight deadlines. The project highlighted my skills in research, collaboration, and creative design, resulting in a campaign that met and exceeded the client's objectives for increasing awareness and engagement in bladder health.