You Have It? HealthExpress Treat It!

Tuesday 15 October, 2013

Online clinic HealthExpress is working with Media Agency Group in order to increase brand awareness, with a multi-format initiative designed earn nationwide coverage, leading HealthExpress into a Europe-wide expansion.

The 21st October will see the launch of washroom panel adverts through bathrooms in London's railway stations and bars, remaining in place for 4 weeks. Train car panels on the National Rail Network will run alongside this activity for 5 weeks, while radio advertising will amplify HealthExpress for 4 weeks on TalkSPORT radio and will also hit Greater London on LBC for 8 weeks. London will gain additional attention with a full taxi advertising experience, including branded supersides, tipseats and receipt pads, remaining in place for 5 months. And, finally, selected Premier League football matches will project HealthExpress on digital LED perimeter boards between the 19th October and the end of November, including major teams such as Liverpool, Chelsea and Manchester United.

The collection of creative executions all compile to promote the medical solutions provided by HealthExpress, promising a convenient and discreet service and highlighting their same day delivery option. The adverts present the HealthExpress website, along with a list of common ailments treated through the clinic's real online doctors, such as diabetes, impotence, hair loss and asthma.

By approaching UK audiences across an expanse of platforms, HealthExpress will achieve maximum exposure, as audiences of relevance span all demographics due to the website's function as a multifaceted clinic. Washroom posters and train car panels will grasp hard-to-reach urban audiences, while sport-related media will project HealthExpress across a large, vocal community. Almost half a year of taxi advertising will gradually cement the brand in Greater London, with internal branding extending the campaign into the hands of affluent and influential ABC1 passengers.

Lee Dentith, Media Agency Group CEO, said: "A presence in London stations and on rail services will reach fast-paced business travellers who maybe don't have the time to visit their local GP, while football matches and two leading radio stations will allow HealthExpress to maximise their coverage and also gain additional exposure through match reportage."

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