

## Advanced Digestive Care/Gastroenterology Associates

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- Situation** Advanced Digestive Care (ADC) is a gastroenterology network that acquired Gastroenterology Associates (GA), a practice with three locations in Northern Virginia. ADC/GA had just opened a state-of-the-art facility in Warrenton, VA and was seeking to grow patient volume by promoting its expertise and conveniences in performing colonoscopies as a better alternative to what was offered in a hospital setting. ADC/GA enlisted The Design Channel to create a marketing strategy, design look-and-feel, messaging content, and production of communications assets for a campaign to achieve this goal.
- Solution** The Design Channel developed an integrated, multi-touch point campaign aimed at audiences 50 and older in Culpeper and Fauquier counties that emphasized the effectiveness of colonoscopies in detecting and removing precancerous colon polyps in one visit as well as the professional and welcoming environment of ADC/GA's Warrenton office. The campaign used humorous imagery and copy ("use your head to cover your butt") to engage colonoscopy candidates through a wide range of channels. These included print advertising in a local newspaper, shopping cart displays in area grocery stores, banner ads, a landing page, radio, and a vanity phone number and landing page URL.
- Result** Our work has been enthusiastically embraced by ADC/GA. And while the campaign was launched only a few weeks ago, the banner ads and landing page have seen a significant level of activity. In the weeks ahead, we anticipate that continued campaign engagement by prospects will lead to increased inquiries and appointments at the Warrenton office.

# USE YOUR HEAD TO COVER YOUR BUTT

A colonoscopy is the only screening today that can prevent colon cancer

Learn more at [GetAColonScreen.com](http://GetAColonScreen.com)  
or call 1-844-GoGetScreen to  
schedule an appointment

TIME TO  
GET A  
COLONOSCOPY!

ADVANCED  
DIGESTIVE CARE  
GASTROENTEROLOGY ASSOCIATES



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**USE YOUR HEAD TO COVER YOUR BUTT**

If you're 50 or older, don't wait to get a colonoscopy by our board-certified GI doctors to prevent colon cancer

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TIME TO GET A COLONOSCOPY!

- landing page
- online banner ads

