

# The Story

Launching the future of health —  
and a new Hartford HealthCare brand message.

**TITLE:** “Start Here”  
**FOCUS:** The Hartford HealthCare brand  
**PLATFORM:** Fully integrated across TV, Radio, Digital, Social & Outdoor  
**AUDIENCE:** People across Connecticut

## ONE BIG IDEA:

A better, closer and more affordable future of health is starting in many ways, across the Hartford HealthCare system. And to experience it, just...start here.



## FOUR KEY MESSAGES:

1. Hartford HealthCare is thinking differently about advancing health.
2. We are delivering care into more communities.
3. We believe excellent healthcare should be more affordable.
4. Health equity and better access are priorities to us.

## ELEMENTS:

- A. A very bold, vibrant style quickly communicates that we're doing things differently.
- B. Distinctive graphic elements and colors strengthen our brand throughout. (STRIPES)
- C. The “START HERE” message makes it clear that we are the starting point for any care.



## TELEVISION:

Television commercials of different lengths powerfully launch the “Start Here” brand — including on the regional Super Bowl broadcast.

## RADIO:

Both 30-second and 15-second radio commercials amplify the message that Hartford HealthCare is disrupting the usual ways of delivering care.

## DIGITAL:

A wide array of “Start Here” digital display ads are featured on prominent websites in our footprint, and include “takeovers” of the New York Times and Hartford Courant.

## OUTDOOR:

A major presence on statewide billboards makes our “Start Here” message impossible to miss on highways and roads across Connecticut.



## SOCIAL:

A campaign of social media posts allows us to focus in on the campaign’s key messages of innovation, excellence, access, affordability and equity.

## INTERNAL:

We introduced the “Start Here” campaign internally across our system with a variety of marketing toolkits, launch meetings and promotional items.

