



ENDEAVOR BUSINESS
INTELLIGENCE™

COMPANY: XXX HEALTH COMPANY
TYPE RESEARCH: TESTING ADVERTISING CONCEPTS

Introduction

WHEN:

- May 2022

PURPOSE:

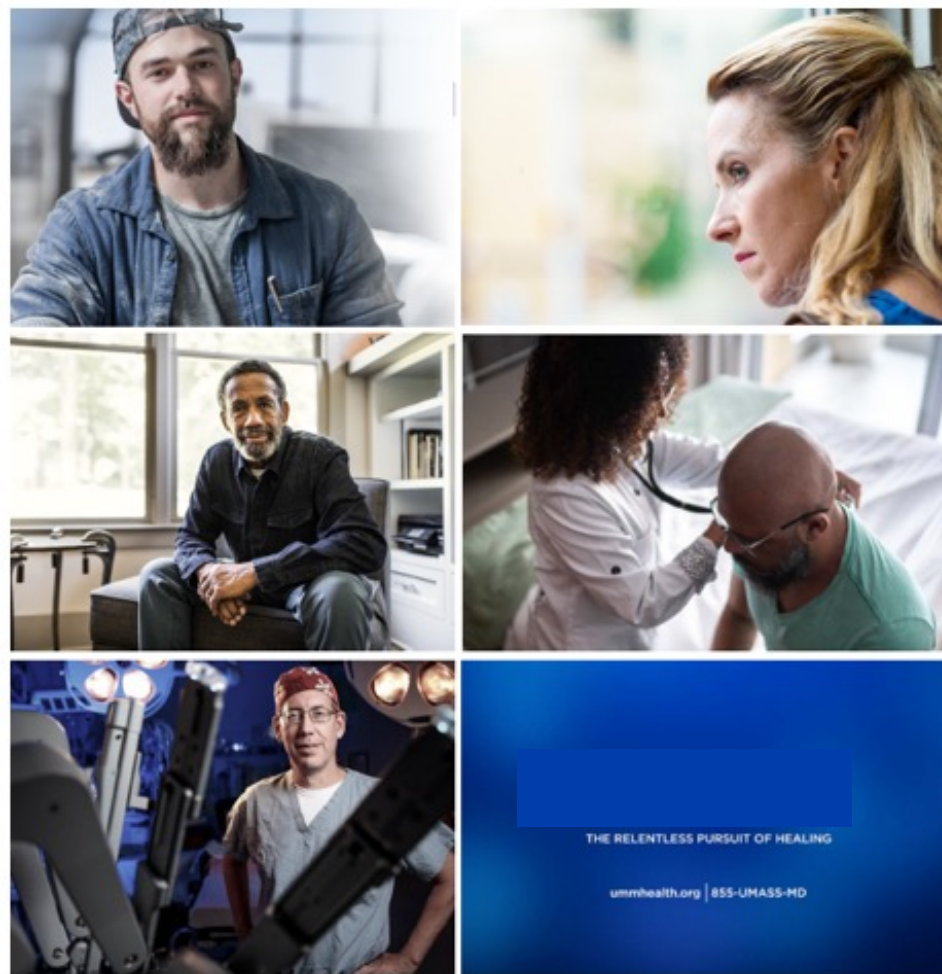
The purpose of this research was to understand consumer feedback regarding messaging in the form of ad concepts for XXX Health. Specifically, we examined:

- Message clarity
- Message resonance
- Impact on perceptions of XXX Health

METHODOLOGY:

- One focus group conducted via online discussion among potential XXX patients from the XXX area, ranging in demographics.
- It should be noted that while focus groups provide an excellent method by which to explore perceptions and ideas, the results represent qualitative research and, therefore, cannot be projected to the population at large with statistical reliability.

“Relentless innovation”



Storyboard TV: 60

A father, working two jobs, can't afford to take time off from either to get the care he needs. So, we take the care to him.

A worried patient has a biopsy to remove a suspicious growth on her lung. By the time she wakes up, we've determined it's cancer and removed it. Along with her worry.

He has no idea that he's showing signs of COVID. But we do because we've turned his watch into an around-the-clock monitor. And a test kit is already on its way to his doorstep.

This two-bedroom house is also a working hospital because we're now able to provide inpatient-quality care in your home, where you want to be - and where you heal best.

Surgery patients receive results that were previously unattainable because their surgeons' hands now come armed with robots.

This is relentless innovation. Out of the lab and into life, where it can heal.

And because of all these things that are happening today and the breakthroughs that will happen tomorrow, health disparity is moving closer to health equity.

How attention getting and engaging was “relentless innovation?”

Overall, 8/9 participants “agreed” that the ad would catch their attention and 6/9 “agreed” that the ad would be memorable. Respondents felt the message of innovation and care would be enough to catch their attention and maintain it throughout the ad. A small number of participants (3/9) disagreed that they would remember the ad after viewing it.

- Which aspects of the ad caught the respondents’ attention?
 - XXX is showing flexibility by working around people’s schedules
 - XXX is showing that they care
 - The innovation and new ideas impressed participants, making them want to learn more of this idea
 - One individual did not like the ad, claiming that it was run of the mill compared to other ads on TV

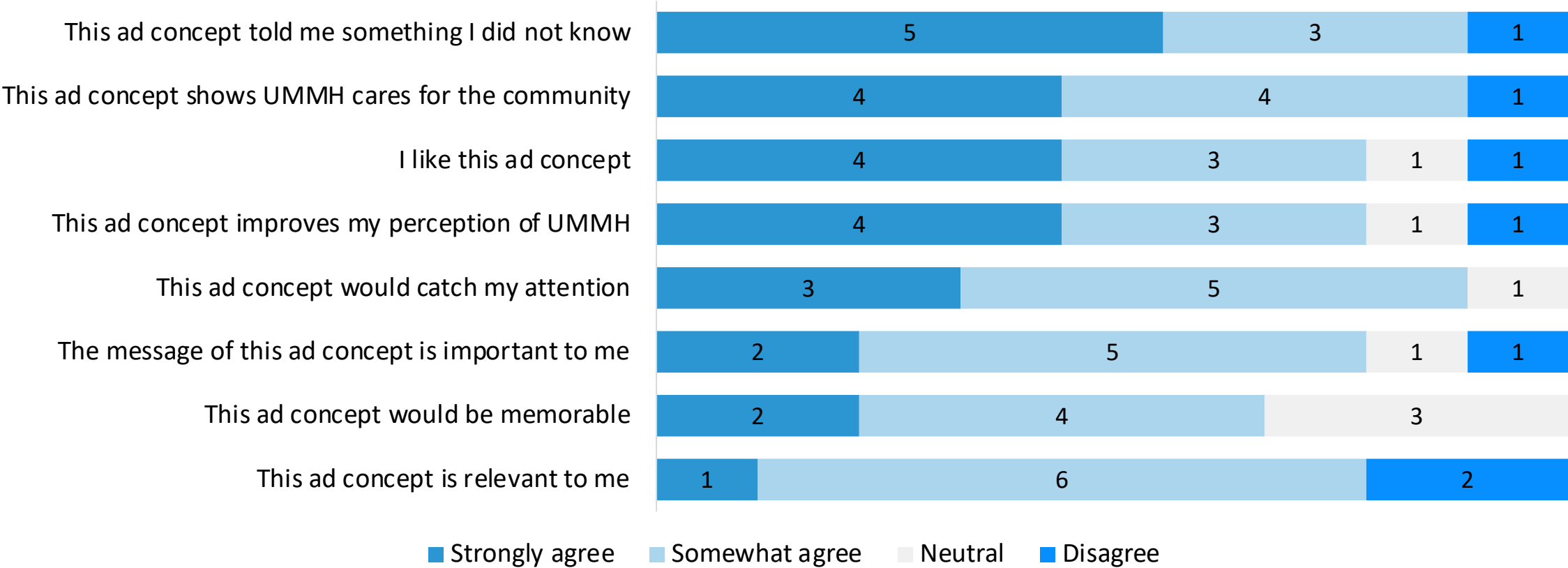
“Yes, it would absolutely get my attention and say it was interesting enough to give it a second look.”

“The things that would grab my attention would be the use of technology in the actual ad, like if you actually saw the surgical robot doing something or saw how the watch app worked.”

Levels of Agreement

Overall, half of participants “strongly agreed” that the ad concept told them something they did not know. Almost all participants “agreed” that the ad shows “UMMH cares for the community.” Most participants (n=7) agreed that they “like this ad concept” and that the ad “improved their perception of UMMH.” Half of the participants “somewhat agreed” that the ad would catch their attention.

Level of agreement with statements pertaining to concept: **“Relentless Innovation”** (n = 10)



Key Points: What is the overall perception of XXX?

After viewing and discussing the variety of ad concepts, most participants were impressed with XXX, with 8/9 admitting they felt better towards the organization. One participant claimed they didn't feel any different because they had *"had a positive impression of them before"* seeing the ads, and still do.

"...I have better feelings than when I started after seeing the different ads...I do have a better feeling about UMASS, again as somebody that has not stepped in the hospital in over 15 years. Now, I'm like...wow, maybe I will give it a second look."

"Everything I do is at UMASS and always has been for as long as I can remember, and I can't really think of a time when I have had a negative experience. Regular doctor's visits have always been a good experience."

"UMASS has always carried a great reputation. Friends who I went to school with or ones in the medical field spoke highly of UMASS and everything I have heard is, if you are not going to Boston you will go to UMASS, and that speaks volumes if it's compared to the MDH's of the country."

"They are being a little more transparent with some of the advertisements, which is nice because they are letting everyone know what they are doing, what their plans are, and what they can do."

Concept Perception

The table below displays the combined “agree” and “somewhat agree” ratings for each attribute per each ad. The concept “Fear” and “Removing Fear” rated highest in “XXX cares for the community,” and “ the message of ad is important to me.” Positive words used to describe each ad are also included in the table.

All five ads with combined “agree” and “somewhat agree” ratings, including words given to describe each ad

	Relentless Innovation	Fear	Field Hospital	Jobs	Removing Fear
The ad concept shows XXX cares for the community	8	9	7	6	9
The message of this ad concept is important to me	7	9	6	5	8
I like this ad concept	7	7	4	4	5
Three words to describe this ad	Progressive Cutting edge Caring	Impressive Innovative Specialized	Caring Innovative Adapting	Flexible Efficient Functional	Efficient Relief Thorough

Note: the highest rating possible is out of 9

 Highest rating

 Lowest rating