

# Using humor to move people to take action

# Marketing

**Nationally recognized for using humor to promote preventative health**



Colonoscopy campaign "nerdy about your innards" yielded a 21% increase in local screenings.

"Chicken Wings and Private Things" mens event at a sports bar took on Erectile Dysfunction.

"Bladders Rejoice" campaign announced a new Urologist with dancing bathroom signs .

These campaigns were featured by the National Hospital Association.

Campaigns were featured on the front page the Daily Gazette.

