



## Case Study #1: A Case Study for JourneyLite | Bariatric Partners, Inc.

### Problem:

JourneyLite was a fast-growing network of specialized outpatient surgical facilities providing the least invasive surgical treatment for obesity today – Laparoscopic Adjustable Gastric Banding, also known as the LAP-BAND® System. Although successful upon opening its first center, senior management did not feel that the branding or advertising aspects of their initial campaign properly supported the level of professionalism or quality they were establishing in their center programs.

### Action:

After working to develop JourneyLite's new brand identity, I worked to create a national multimedia campaign that would launch in seven different U.S. markets and support the new branding and marketing objectives. The campaign needed to be broad enough to support the brand over all possible media. The campaign's objective was to increase the number of weight loss seminar sign ups via the JourneyLite website and to increase phone registrations. A secondary objective was to secure JourneyLite's position as the market leader in the LAP-BAND procedure. The campaign sought to reinforce the positive, life-changing results the LAP-BAND system can have for people considering weight loss surgery, and to demonstrate the quality and professionalism of the JourneyLite physicians and staff.

After selecting an agency to work with, I pulled a team together to do initial research. In addition, I had conversations with prominent JourneyLite surgeons, senior management, and patients. My team embarked on an ambitious marketing campaign with the new look and feel of the JourneyLite brand. It was clear that, for many people who have struggled with their weight, the archetypal "thin and beautiful" models represented unrealistic weight loss goals. JourneyLite was about making lifestyle changes, not just cosmetic changes, so real-life patients were featured in the campaign. Some were shown early in their weight loss journey and others closer to the end.

I worked with my team to execute a layered campaign, alternating media strategies to keep JourneyLite as top-of-mind. Different media was used in different markets to maximize the marketing budget. Calls-to-action were changed for the appropriate market as needed. For the campaign, we created newspaper and magazine ads, outdoor billboards, web banner ads, out-of-home boards, direct mail pieces and radio spots. I rewrote and revamped the entire JourneyLite website and worked with SEO/SEM experts to perform search engine marketing and optimization work to propel JourneyLite into the top tier of LAP-BAND and weight loss surgery key word search results.

In keeping with the new brand, the headlines and body copy were insightful, relevant, and spoke directly to the target in an upbeat and meaningful manner. To connect JourneyLite to the LAP-BAND brand, each deliverable included the benefits of the LAP-BAND procedure, mention of the experienced surgeon partners and the JourneyLite logo and tagline. In some markets where the surgeons already had a brand presence, individual surgeons were featured in small space, B&W ads to leverage their brand identity. Each deliverable had a clear call to action and directed potential candidates to register for a free seminar, either through the JourneyLite website or via the call center.

**Result:**

- One month after we launched the new campaign in the Houston market, JourneyLite saw a 58% increase in website traffic, referrals, and seminar registrations
- In the Los Angeles market, there was a 127% overall increase in seminar attendance in the three months immediately following the new campaign launch
- These upward trends continued, and two months after the launch, JourneyLite had a record-breaking week, with seminar registrations up an additional 30% from the previous record
- Campaign generated over \$1.5M in the first six months of initial launch