

TV AND RADIO SPOTS



Client Objective

The branding agency Big Arrow Group needed to create television and radio spots for their client, Greenwich Hospital. They had repositioned the hospital through a strategic print campaign that emphasized its relevancy to a larger constituency. Big Arrow hired Moving Pictures to produce television and radio spots that integrated their existing branding campaign for the hospital.



Solution

Moving Pictures produced spots for both television and radio that emphasized the “inclusive” positioning of Greenwich Hospital as a quality medical center welcoming an ever-widening customer base. By re-recording the classic song, *Why Not Take All of Me* as the soundtrack, Moving Pictures created a television commercial that emphasized the hospital’s commitment to the whole patient. Shot on a sound stage, it used green screen composited footage to represent the active life of a nine-year old boy with a broken arm. The spot depicted the hospital’s respect for the whole patient, not just the injury. The TV and radio campaign is an ongoing series for regional markets.