

CAMPAIGN

THE CLIENT:

Hennepin County
Medical Center

THE AGENCY:

Russell Herder

THE TEAM:

Brent Doering of
Russell Herder and
Ted Blank of HCMC

THE PITCH:

Save This Brain

CLICK IT:

SAVETHISBRAIN.ORG

Talk about a no-brainer: Hennepin County Medical Center wants you to (A) protect your brain, and (B) if you do suffer a traumatic brain injury, have it evaluated by a doctor.

Despite being able to cite stats that will make your head hurt, every year more than 1.5 million Americans suffer a TBI, the leading cause of death and disability among young adults and children. Of the more than 15,000 TBIs in Minnesota each year, 90 percent are mild to moderate and often go untreated.

HCMC was struggling to convince people their brains are vital, vulnerable organs worth protecting. "We were trying to find a way to educate and inform without being preachy," says Ted Blank of HCMC, who worked with Russell Herder to create a sophisticated media and public relations campaign.

"We knew scare tactics weren't going to work," says Brent Doering of Russell Herder, "so part of the campaign was to get past the parents and get directly to the kids." To that end, Russell Herder came up with SAVE THIS BRAIN temporary tattoos and chalk stencils in areas with a lot of kid traffic throughout the city—so-called "clings" with the campaign's brain insignia and website, SAVETHISBRAIN.ORG, on them to drive kids to the website.

The website, community outreach efforts, and events made the campaign a qualitative success. On the first day after the campaign launched, the hospital received fifty new/additional calls from patients asking to make an appointment about a possibly undiagnosed brain injury.

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