

C.I. CAPABILITIES PRESENTATION

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WEB

PRINT

PR

DIGITAL



Formalized in 1991, COMMERCIALiDEAS was the evolution of two successful advertising-related companies founded by Tim Pugliese in 1975. Over the past 35 years, our reputation has grown through a strategy-driven philosophy that provides results for our clients, many of whom we have represented for over 25 years. COMMERCIALiDEAS provides our clients with intricate knowledge of various industries, an award-winning creative team, certified industry research expertise, and exemplary budgetary control.

If you seek to partner with an established team to enhance your corporate branding and business growth, contact us today!

OUR SERVICES

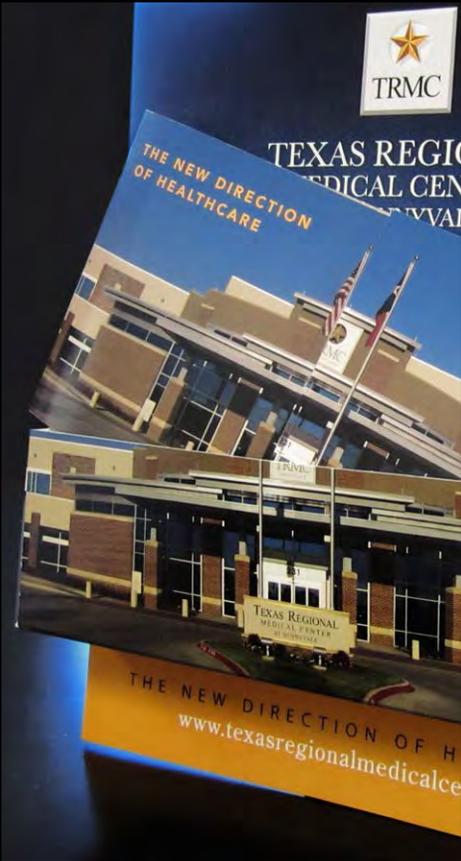
- *Marketing Strategy and Branding*
- *Web Site Design and Production*
 - *Search Engine Optimization*
 - *Content Management*
 - *Video and Photography*
- *Social Media i.e. FaceBook, Twitter, Blogs*
 - *Public Relations*
- *Print and Broadcast Media*

Tim Pugliese



PRESIDENT, CREATIVE DIRECTOR
& STRATEGIST

Tim holds a BS in Radio TV and Film from the University of Texas at Austin and a Master of Arts in Broadcast Television from SMU where he also taught creative writing and advance film production. Tim started his company more that 30 years ago and has won dozens of awards for creative campaigns.



TEXAS REGIONAL MEDICAL CENTER AT SUNNYVALE

3rd Annual October

MOGRMAT

ALL MONTH LONG \$99 SCREENINGS*

Early Detection is Your Best Defense

COMING THIS SUMMER

SCREENINGS & LECTURES

DETAILS ON BACK

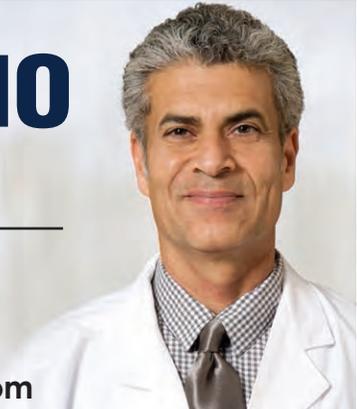


DOCTORS WHO CAN HELP

FAMILY MEDICINE

Farzad Fazeli, DO

www.texasregionalmedicalcenter.com



TEXAS REGIONAL MEDICAL CENTER AT SUNNYVALE

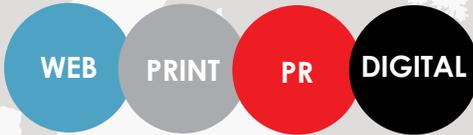
*With names like this
It is painfully obvious that the
competition in the hospital
market is significant.*

The Pugliese team has been the agency of record for Texas Regional Medical Center at Sunnyvale since its opening in 2010. However, after a soft opening to allow for a thorough shake down of the hospital systems, the branding campaign began in earnest only a little more than a year ago with the announcement of a new CEO. The Board of Directors determined that the hospital, still less than two years old, needed new leadership. As a result our firm was re-engaged under a new contract, new vision and mandate to develop the hospital Brand as the leading medical surgical and related services destination in Eastern Dallas County and beyond.

TRMC, as a medium size community facility, is fighting to compete with the giants of their industry day to day, patient to patient. Commercial Ideas, working under the supervision of the TRMC Director of Marketing, met the challenge as follows:

- We conducted in-depth marketing research including “man-on-the-street” intercept studies with community residents and telephone interviews with providers and referral coordinators. This data, combined with comments from hospital leadership and physician shareholders, was evaluated and used to determine the true strengths, future growth and maximum revenue potential of the hospital
- A complete media analysis was conducted to determine how the competition was marketing itself and what is their message strategy

- A creative content and distribution strategy was proposed and adopted featuring a robust billboard campaign designed to accomplish both reach and frequency goals across a large geographic target area
- Creative messaging was developed to target patients of specific high-revenue surgical procedures and use high-traffic billboard locations to give citizens a sense of where the hospital is and its physical location
- The web site was redesigned to feature more videos and easier navigation
- Ancillary revenue centers were determined to include Women's Health and Cardio/Vascular services, so “mini-web sites” were built to address those areas and cross-linked to the main site
- Ongoing Social Networking, Content Management and SEO is completed weekly to keep the site well indexed on browser searches and offering fresh, new and meaningful content to visitors
- A series of annual events was created to carry the brand directly to the community in a forum that brings the target audience onto the TRMC campus
- Self-Pay screenings and diagnostics are being directly marketed to attract higher revenue “out of network” patients
- The use of credentialed physicians on billboard, radio and web videos has been dramatically increased to facilitate recruitment and boost the hospitals reputation as a great place to work
- An aggressive PR and awards recognition program has yielded dozens of feature news stories and led to substantial recognition including being named *Best Hospital, Best ER and Best Place to have a Baby* by the *Mesquite Daily News*.



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