



Healthcare Success

Facebook Refresh Concepts Physicians

5.6.2020

From the brief:

Refresh creative to reflect audiences' current needs and concerns.

Utilize a telemedicine focus.

What do we want audiences to do: Call and book an appointment

What you will see:

1. Three concepts against one message as storyboards.
2. Two different illustration styles and one photographic approach.
3. Written visual direction for animation approach.
4. Use of best practices according to facebook regarding length, layout, story arcs, etc.
5. Full copy deck as separate attachment.

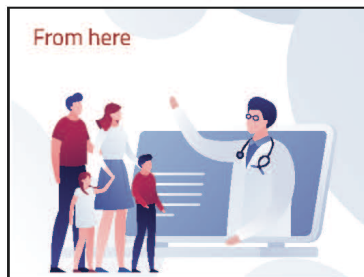
What you won't see:

1. Actual videos! Once we have an approved approach and alignment on copy, we'll animate your posts and share back for your approval.
2. Exact placement and sizing of art and copy. These will be optimized during animation.
3. All sizes. Once animated, the posts will be exported to all standard/required sizes.
4. High resolution imagery. Final files will be crisp.

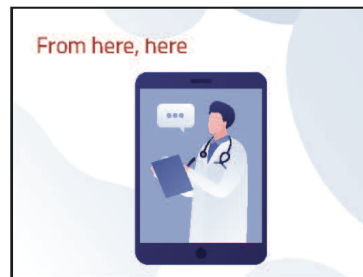
Concept A: Soft illustration in HRMC colors tells a comforting story of just how easy it is to see your doctor without the office visit



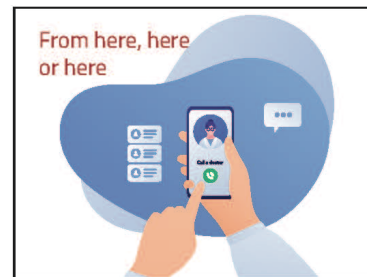
First frame animates in with subtle motion.



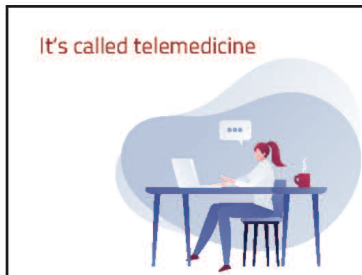
Doctor on screen slides in from the right.



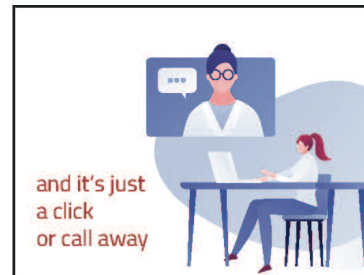
Headline continues to build as computer dissolves to become tablet.



Headline continues to build as tablet slides to left and phone slides in from the right.



Phone disappears to reveal woman engaged in telemedicine appointment.



Doctor is added to further portray the appointment.

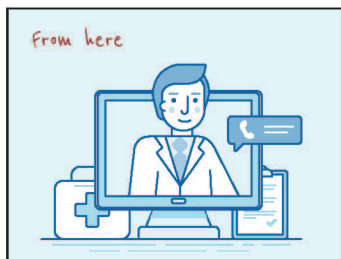


We resolve to logo and call to action.

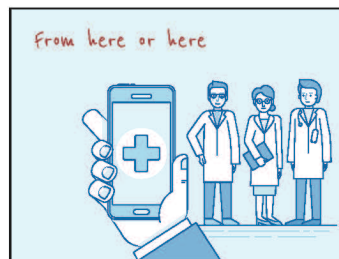
Concept B: A more abstract approach customized to the HRMC color palette conveys the same message with a more unique illustration style.



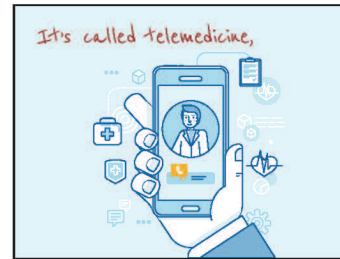
We open on our doctors as we are used to seeing them.



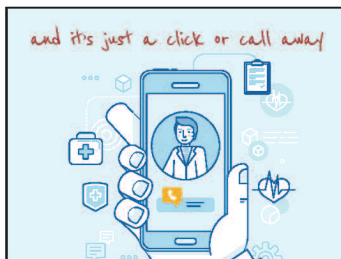
Doctors slide or dissolve to reveal doctor popping out of desktop computer



Previous image slides left to reveal phone and doctors in extreme background, indicating social distancing. Headline builds.



Doctor becomes part of phone conveying the nature of a telemedicine appointment.



We zoom in on the image as the we finish the copy

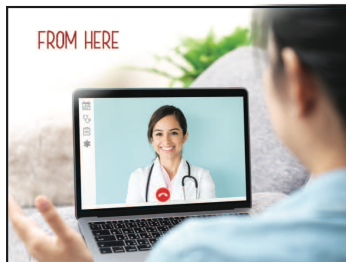


We resolve to logo and call to action.

Concept C: Photography with a visual twist feels organic to the platform and is retouched to convey the HRMC color palette.



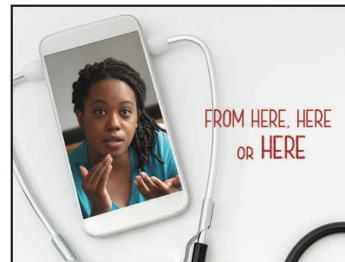
We open on a doctor as you would normally expect to see them.



We transition the doc to the desktop.



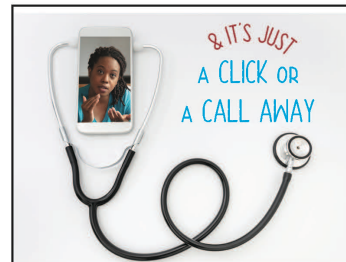
Headline builds as doc jumps to tablet.



Headline completes as doc jumps to phone.



Expression changes portraying an appointment in motion as headline changes.



Expressions changes again as second half of headline is revealed.



We resolve to logo and call to action.

***We can carry the same doctor as depicted in frame one through the entire video if this concept is selected.

Next Steps

Select a visual approach and provide any feedback.

Approve copy for initial animation.

Review full copy deck for all proposed executions including copy that lives outside of the video.

HS to provide initial video and any post copy revs back for review and approval.

Go live with initial posts as we complete additional creative.

Women's Center to follow.

Thank you.