

# BEST INTEGRATED MARKETING CAMPAIGN

Who You Are is Who We Serve: A UCLA Health Digital Campaign to Celebrate LGBTQ+ Audiences

## PROBLEM

There are many people who don't feel safe in health care settings. Not everyone can sit in front of their provider and speak openly about their body and their health. And when they can tell the truth, some people don't feel like their providers take their issues seriously.

Nationwide, biases in health care still exist against the LGBTQ community. So UCLA Health formed the LGBTQ Health Initiative to deliver compassionate, equitable and inclusive care for its diverse community, and wanted to make a wider audience aware of these services.

## INSIGHTS

With June designated as Pride Month, UCLA Health took the opportunity to raise awareness of their [LGBTQ Health Initiative](#) through an integrated marketing campaign. UCLA Health used a multi-pronged approach to spread the message of its specialty programs and services for patients with specific concerns around LGBTQ issues. Those include:

### 1 LGBTQ CHAMPIONS

Physicians who have specialized training and experience caring for LGBTQ patients belong to a virtually connected network of more than 50 primary and specialty care providers. They also participate in ongoing educational and professional development in LGBTQ health topics.

## 2 GENDER HEALTH PROGRAM

The program provides compassionate, inclusive and equitable health care for children, teens and adults who are transgender or gender diverse.

## 3 EMPWR PROGRAM

Psychiatrists and psychologists provide mental health resources to promote wellbeing and resilience. The program serves LGBTQ children, teenagers and adults with mental health concerns related to stressful or traumatic experiences.

## 4 CARE CENTER

UCLA Health conducts clinical trials to find the best HIV/AIDS treatments, medications and prevention tools. The center also runs a fellowship program for physicians who want to specialize in HIV medicine.

# SOLUTION

To spread the word about these unique and essential services, UCLA Health embarked on an integrated marketing campaign with the message of “Stand Up. Be Well. Be You.” The goal was to celebrate and connect with the LGBTQ community through as many touchpoints as possible.

The organization split the campaign into two audiences: Internal staff members and external community members. The internal campaign included Pride-themed banners across the internal site, plus special wellness and celebratory events like yoga and book discussions.

Externally, UCLA Health’s Pride campaign was vast. Almost everywhere you looked across UCLA Health digital properties and physical locations, you could find something related to Pride Month. Tens of thousands of people could spot UCLA Health at the LA Pride events with information booths, giveaways and QR code directing people to its website. Other major marketing initiatives informed by the LBGQT community included:

**PRIDE 2022 LANDING PAGE**

**“#OUTPROUDANDWELL” 30-SECOND VIDEO**

**SPONSORED EVENTS INCLUDING LGBTQ+ NIGHT AT DODGER STADIUM, LA PRIDE IN THE PARK, AND LA PRIDE PARADE**

**WEBSITE BANNERS**

**BILLBOARDS**

**EMAIL NEWSLETTERS**

**SOCIAL MEDIA POSTS**

**POLE, TRUCK AND PARADE BANNERS**





The purpose of this integrated campaign was to spread UCLA Health's mission of inclusion. The organization offers modern practices that deliver the best possible outcomes to all patients, regardless of gender identity or sexual orientation. And LGBTQ community members deserve to know about it.

## METRICS

More than **19,000** people attended LA Pride in the Park, making it LA Pride's second largest since 2019. The UCLA Health campaign drew **thousands of people** to the website and engaged **thousands more** on social media.

