

CASE STUDY

brilliant partnership



the opportunity

University Hospitals (UHHS) celebrated 140 years of serving the Cleveland community in the summer of 2006. The celebration was to be promoted offline in a number of marketing campaigns and events, focusing on the warmth and personal approach of the health system. The anniversary committee wanted an interactive website to help promote the celebration online.

the brilliant results

... an experienced partner to work within an aggressive timeline: Brulant's interactive experience with projects like Pearle Vision's Frame Selector and Glidden's Color Consultant allowed the team to react quickly to the precise needs of UHHS.

... a dynamic tool: Brulant created the site to be easily updated so that even after the anniversary passes, UHHS can use the site for other promotional purposes by changing the content and videos themselves.

... recruiting boost: the site has proven to be an effective tool for University Hospitals' recruiting engine, resulting in an increased conversion of candidates.

... an interactive component using Flash to provide animation and highlight video interviews: The design was progressive for a hospital system, using warm colors like orange to create a very different look and feel from any existing health provider sites.



"The first challenge Brulant faced was an aggressive timeline. In just 5 weeks, the site had to go through the entire lifecycle, from concept to go-live, in order to coincide with the offline promotional launch of the 140th anniversary. Brulant worked with several departments within UHHS, including communications and video production, to ensure that the site delivered on the needs of all interested parties."

Reggie Tabora, Project Manager - Brulant



www.uhhospitals.org/inourwords/index.html