HOSPICE OF THE Piedmont

Make Every Moment Count Campaign

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WTWH Healthcare presents ASPECT MARKETING & ADVERTISING AWARDS 2025

Critical Details

Date of Campaign Run	August 6, 2024 - December 31, 2024
Title of Campaign	*Make Every Moment Count*
Industry	Hospice & Palliative Care
Campaign Category	Multimedia campaign
Provider/Operator/Company Contact	Hospice of the Piedmont
Agency or Firm	Jeremy Jones, Hospice of the Piedmont, Marketing & Communications Manager, Jeremy.Jones@hopva.org, 434-972-3531
Agency Contact	Emergence Creative, Abby Conger, abby@emergence-creative.com, 908-337-6420
Image Credit	Silverthorne Films, Kai Crowe-Getty, Sanjay Suchak

Make Every Moment Count

Hospice of the Piedmont's (HOP) Make Every Moment Count campaign, launched in August 2024, set out to transform how the community views and engages with hospice care. HOP recognized that, as residents of Charlottesville and surrounding counties age, many are unaware of how hospice can provide comfort and support during one of life's most difficult chapters. Research shows that patients and families often have better experiences—and patients may even live longer—when they consider hospice care earlier. Yet, due to gaps in understanding, many people don't explore hospice until the final weeks or days of life. To address this, HOP set out to create multimedia campaigns that target people 45+ to encourage them to think about hospice for themselves or a loved one, and reach out when the time is right.

The goal of the Make Every Moment Count campaign is to address the gap in understanding about hospice care by encouraging proactive discussions when facing a terminal diagnosis. The campaign highlights how hospice provides the time, care, and support patients and families need to focus on what matters most. Rooted in the belief that every story deserves a meaningful final chapter, it features an older music fan re-living his passion by attending a rock concert with the help of his daughter and nurse. This unexpected and heartfelt scenario challenges common misconceptions about hospice, demonstrating that it's not about limiting life but about helping people live on their own terms in the time they have. By focusing on re-living small, cherished moments with loved ones, the campaign underscores the importance of making the time that remains truly count.

A three-part series, the campaign explores the final chapter of life through the perspectives of a hospice patient, a HOP nurse, and the patient's daughter. Each spot offers a unique lens, highlighting the emotional and practical support HOP provides to patients and families. By showing these varied perspectives, the campaign invites viewers to connect with the stories in a personal and nuanced way, whether they see themselves as the patient, the caregiver, or a family member.

The campaign resulted in a record-setting monthly census increase for August and September 2024, a 22% census increase for the year, and a 7% increase in consumer referrals. These results demonstrate the campaign's impact, not only in raising awareness, but in encouraging meaningful action. By emphasizing the value of hospice care in a new, unique way, the Make Every Moment Count campaign succeeded in reaching and inspiring the community to make decisions that truly enhance the quality of life for patients and their families.

Make Every Moment Count | Video

Launched three video assets, one from the perspective of the patient, the HOP nurse and the daughter of the patient. Videos are linked in the thumbnails below.

Videos

Created three versions—a :30 and a :15 version—for each part of the campaign, which appeared on regional television, YouTube, Meta (Facebook and Instagram), Pinterest, Amazon DSP, and TradeDesk.

Channel Results (as of 12/3/24)

- Meta video: 234k imps, 4.46% CTR
- The Trade Desk - Connected TV: 483k imps, 98.78% Video Completion Rate
- The Trade Desk - Preroll: 937k imps, 0.29% CTR, 46.74% Video Completion Rate
- YouTube: 676k imps, 3.17% CTR, 6.29% Video Completion Rate
- Pinterest: 104k imps, 8 Lead Conversions, 6.58% Video Completion Rate

Overall Results (as of 12/3/24)

- Video Views: 2.4 million impressions
- Video Completions: 1 million+
- Video Completion Rate: 32%

Record-Breaking Performance

The results of HOP's campaign demonstrate significant advancements across key metrics, including click-thru-rate, cost-per-click, lead conversation, and video completion rates. Compared to previous campaigns, this initiative stands out as the most successful to date, underscoring the effectiveness of our targeted strategies and engaging content.

PATIENT

:30 Make Every Moment Count
:15 Make Every Moment Count

NURSE

:30 Make Every Moment Count
:15 Make Every Moment Count

DAUGHTER

:30 Make Every Moment Count
:15 Make Every Moment Count

Make Every Moment Count | Print

Print

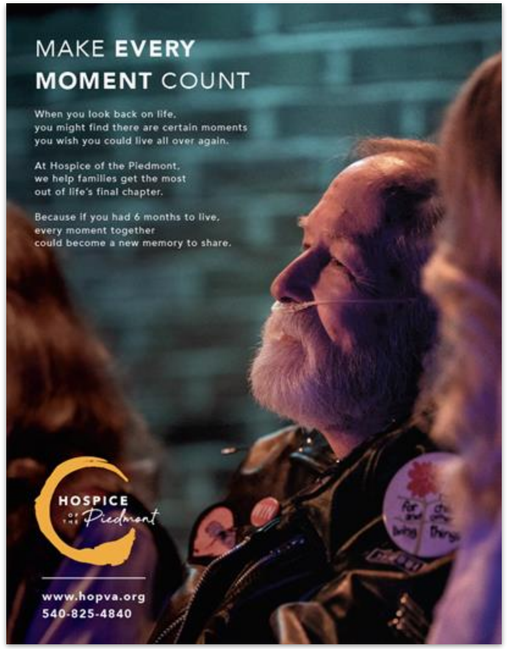
Positioned HOP print advertisements in key markets, including Albemarle, Nelson, Charlottesville, Culpeper, Rappahannock, Louisa, Buckingham, Fauquier.

This strategy targets an older target audience who, according to our research, still actively engages with print media.

Results

- 24x print ads across key markets in September and October.

Full Page, 8.5"w x 11"h



½ Page, 11.25"w x 10.5"h

½ Page, 9.5"w x 6.4"h

Full Page, 11.25"w x 10.875"h

Make Every Moment Count | Display

Display

Leveraged advanced targeting capabilities to reach and retarget individuals who have shown interest in HOP:

- Household Extension - Retargeted others in the same household as someone who's visited HOP site
- Retargeting - Re-engaged individuals who previously visited the HOP website
- Audience Predictor Email list - Utilized 1st party data from HOP's email list to identify and target audiences with similar characteristics.

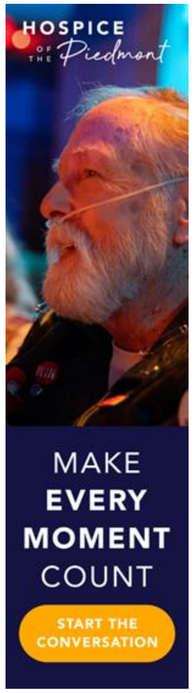
Results

- The Trade Desk - Display: 401k Impressions

320 x 480 px

300 x 600 px

160 x 600 px



320 x 50 px

728 x 90 px

Make Every Moment Count | Static

Static Images

Implemented targeted strategies across Meta and Nextdoor to engage key audiences and expand reach based on interest and behaviors:

- Meta (Facebook and Instagram):
  - Lookalike targeting and retargeting using Facebook/Instagram engagers, email list subscribers, website visitors, and pixel data.
  - Interest-based targeting for audience with caregiving, retirement, and related interests.
- Nextdoor:
  - Targeted adults aged 30+ with interests in caring for aging parents, health, and retirement.

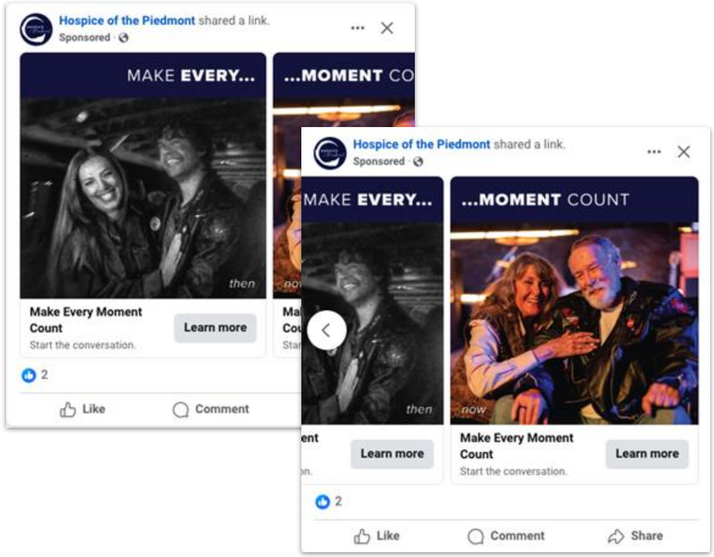
Results

- Meta Static Images: 524k impressions, 1.45% CTR
- Nextdoor: 320k impressions, 0.29% CTR

Overall Results (as of 12/3/24)

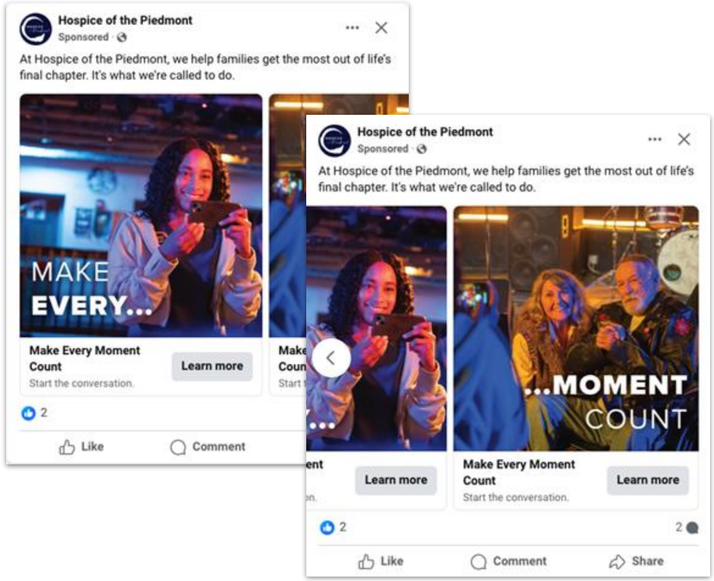
- Post Views: 844k impressions

Meta Carousel (Patient)



Meta Post (Patient)

Meta Carousel (Nurse)



Meta Post (Nurse)