

HEALTHCARE INDUSTRY PORTFOLIO SAMPLES

BRAND AND ADVERTISING

- J. Robinson Group
- UF Health Cancer Center at Orlando Health
- CNL Healthcare Properties
- Jewett Orthopaedic International
- Aspire Health Partners
- Florida Hospital
- Morrison Healthcare
- Granny NANNIES
- Solantic Walk-In Urgent Care
- Grace Medical Home
- American Lung Association

OTHERS NOT SHOWN

- Nemours Children's Health System
- Transformations Medical Weight Loss
- Signature Pharmacy
- JDRF - Juvenile Diabetes Research Foundation
- UCP of Central Florida - The Experts for Children with Special Needs
- UCF College of Medicine
- Orlando Health
- Orlando Health Foundation



What shape is your heart in?
About 1% of AFib patients have no symptoms, but the disease is there.

What is AFib?
Atrial fibrillation (AFib) is an irregular and often rapid heart rate that can cause poor blood flow. It is the most common type of arrhythmia.

AFib symptoms include:
 • Palpitations
 • Shortness of breath
 • Fatigue
 • Dizziness or lightheadedness
 • Chest pain or discomfort

Are you or a loved one at risk?

Diagnosis Saves Lives.
Early diagnosis of AFib allows you to take steps to reduce your risk of stroke and other complications.

Download Fact Sheet
Request an Appointment

Top Three Benefits of Orlando Health Heart Institute:
 1. **Options:** Non-surgical and surgical AFib treatment options.
 2. **Convenience:** One center for pharmaceutical, interventional, ablation, surgical services, physician visits and patient care services.
 3. **Experience:** The Orlando Health Heart Institute family of physicians represents more than 1,200 years of experience.

NAIAC | **StopAfib.org**

landing page

What shape is your heart in?
160,000 new cases of AFib are diagnosed each year.

Thank you for downloading our fact sheet.
You've taken an important first step toward better health. The Orlando Health Heart Institute is one of the top centers in the United States. You can now take the next step by requesting an appointment for a heart health check-up. This is the first step toward an appointment with our program coordinator today at 321-843-2001. To find out what options exist, or the heart of it all, visit our specialized team of doctors and take advantage of our innovative technology.

Are you or a loved one at risk?
Call 321-843-2001 to Request an Appointment

Need to download the fact sheet again?
[Click here to download a PDF.](#)

AFib Symptoms Include:
 • Palpitations
 • Shortness of breath
 • Fatigue
 • Dizziness or lightheadedness
 • Chest pain or discomfort

NAIAC | **StopAfib.org**

eblast

Overview

Digital campaign to increase appointment and information requests for the Orlando Health Heart Institute.

Target Audience

General public and families of people with increased risk for heart disease due to age, lifestyle or hereditary factors.

Results

Increased traffic to website and phone lines and more fact sheet downloads.

Campaign includes:

- landing page
- eblast
- banner ads
- media buys: radio
- media buys: Hispanic

Light-headed or heavy-hearted?

22% of women and 24% of men will develop AFib in their lifetime.

Request an Appointment

banner ads

Light-headed or heavy-hearted?

22% of women and 24% of men will develop AFib in their lifetime.

Request an Appointment

Light-headed or heavy-hearted?

22% of women and 24% of men will develop AFib in their lifetime.

Request an Appointment

Market Station		Notes	Size	GRPs/Flight	# of Spots/Wk	Design	Frequency	Month
30	6	11	20	3	10	17	24	3
Orlando								
WOFL-FM	Sunny 105.9	15:30	90.2	20				
WOCX-FM	Max 105.1	15:30	75.6	18				
WWSA-FM	92.3	15:30	68	13				
WWSA-FM	Sponsorship		8.4	3				
WJMR-FM	101.9	15:30	39.6	42				
Orlando Totals				251.8	96			
Orlando								
WTMG-FM	Magic 101.5	15:30	289.7	21				
WOCX-FM	98.5	15:30	219.3	43				
Orlando Totals				509	64			

media buy (radio)

Orthopedics and Sports Medicine
Request an Appointment: 321.843.4800

Proud Supporter of Community Sports
Care for athletes of all ages.

Your Team, On and Off the Field
Orlando Health's care for the community extends beyond the reach of sports organizations and into the heart of Central Florida's communities. Our experts provide diagnosis and treatment with a variety of medical services throughout Orange and Seminole counties. From orthopedics and sports medicine to primary, cardiovascular or hernia care, the professionals at Orlando Health deliver the most advanced techniques and clinical treatments with compassion.

To learn more about our partnerships, see below.

Orlando Health proudly partners with these community organizations to provide care and healing to help them live life well.

Download your FREE Sports Medicine and Injury Prevention Guide

Florida Youth Soccer Association (FYSA)
Through our partnership with Orlando City Soccer Club, Orlando Health is able to support the FYSA and Orlando City Youth Soccer with a number of medical services. FYSA provides a fun, safe and healthy game for kids of all ages who want to play soccer. They offer programs for various levels of play and have strict programs for the health and interests of players with physical and/or mental disabilities to meet the different needs of all kids.

Orlando Sport and Social Club (OSSC)
Orlando Health is the exclusive healthcare sponsor of Orlando Sport and Social Club. Our Orlando Health Sports Medicine team offers athletic trainers and support for many OSSC sporting events.

Orlando Phantoms
Orlando Health supports the Orlando Phantoms Football Team, a local professional football league helping advance their interests in sports and in a healthy lifestyle. The Orlando Phantoms are an adult semi-pro football team and a proud member of the Florida Football Alliance (FFA). The Phantoms provide opportunities for players to pursue higher education and enhance their lives, promoting leadership, character, sportsmanship, community, discipline and athletic ability. With our longstanding partnerships, the Orlando Phantoms have become a healthy, community-enriching program.

Meet Our Doctors

Orthopedics & Sports Medicine
David Oshaka, MD, CAQSM
Chief Medical Officer for Orlando City Soccer

Primary Care Sports Medicine - Pediatrics
Elizabeth Davis, MD, CAQSM
Team Physician for Orlando City Soccer & Orlando City Youth Soccer

Primary Care Sports Medicine - Pediatrics
Harrison Yonnum, MD, CAQSM
Team Physician for Orlando City Soccer

Orthopedics & Sports Medicine
Robert Marrak, MD

Request on Appointment: 321.843.4800

Orlando Health Sports Medicine
Request an Appointment: 321.843.4800

Get Treated Like a Pro
Orlando City Soccer Club and Orlando Health's partnership has dominated Central Florida since Orlando City's inception in 2010. Orlando Health continues to proudly support Major League Soccer's newest franchise, both on and off the field, as their official medical team and jersey sponsor.

If your team is the part of something extra, at Orlando Health, you receive the same quality of care and level of expertise as our city's pros. So whether you're a weekend warrior or superior in training, let the experts at Orlando Health help you stay physically fit and in good health. After all, everyone deserves VIP treatment, and that includes you.

Join the players of Orlando's Major League Soccer team and get all-star treatment, too.

Download your FREE Sports Medicine Prevention Guide

Meet Our Doctors

Orthopedics & Sports Medicine
David Oshaka, MD, CAQSM
Chief Medical Officer for Orlando City Soccer

Primary Care Sports Medicine
Harrison Yonnum, MD, CAQSM
Team Physician for Orlando City Soccer

Primary Care Sports Medicine - Pediatrics
Elizabeth Davis, MD, CAQSM
Team Physician for Orlando City Soccer & Orlando City Youth Soccer

Request on Appointment: 321.843.4800

©2014 Orlando Health, Inc.

Orlando City Soccer Club landing page

Overview

This campaign, featuring Orlando City Soccer Club, provided support and community interactive digital campaigns to increase community participation and awareness.

Target Audience

Families and fans of Orlando sports teams.

Results

Increased traffic to digital assets.

Campaign includes:

- landing pages with parallax feature
- banner ads

Campaign items not shown:

- eblast

Sports Medicine landing page

ORLANDO HEALTH Sports Medicine

Get Treated Like A Pro

Download Your FREE Sports Medicine Prevention Guide

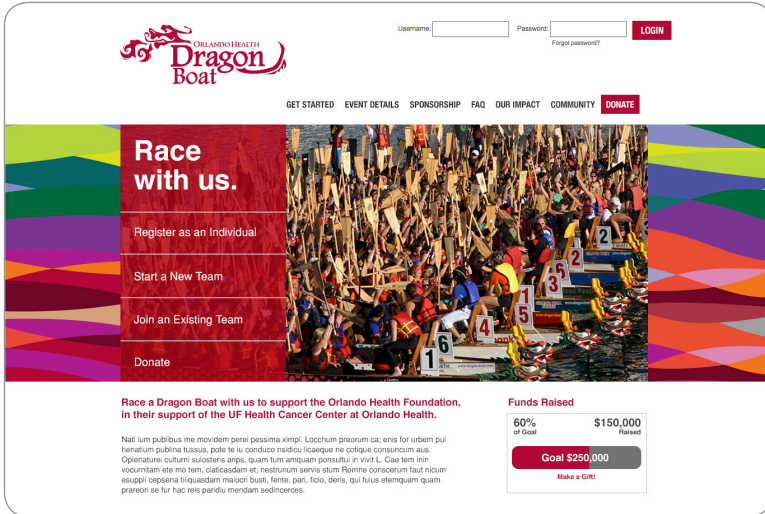
major league support.

OFFICIAL MEDICAL TEAM OF ORLANDO CITY SOCCER CLUB

Get Treated Like A Pro

ORLANDO HEALTH Sports Medicine

banner ads



website design



dragon boat logo



social media cover images



boat wrap

Overview

UF Health Cancer Center at Orlando Health engaged Appleton Creative with a unique challenge to develop a one-of-a-kind dragon boat design that it would race at the Walgreens International Dragon Boat Festival. The long, thin-shaped wrap incorporated the various colors used to symbolize cancer awareness ribbons, and the curved design represented waves in the water, as well as scales on a dragon.

Target Audience

Active adults, specifically those interested in raising money to assist in cancer research and cancer support services.

Campaign includes:

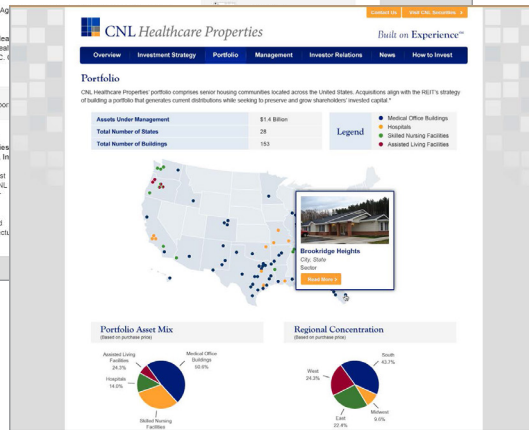
- logo
- website design
- social media graphics
- boat wrap

Campaign items not shown:

- eblast invitation



website



Overview

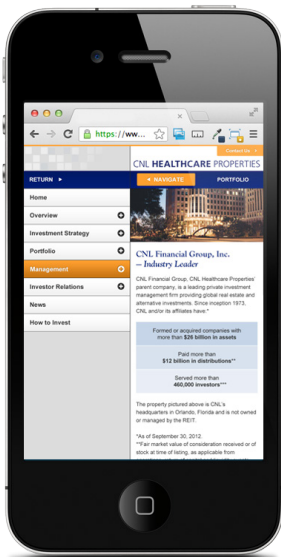
CNL Healthcare Properties is a non-traded real estate investment trust (REIT). Appleton works with CNL Healthcare Properties on video projects, creating marketing collateral to promote and sell its 103 investments diversified across 29 states.

Target Audience

Potential and current investors.

Campaign includes:

- desktop and mobile website
- video
- direct mail promotion



mobile website



video



direct mail promotion



website



direct mail



specialty items

Overview

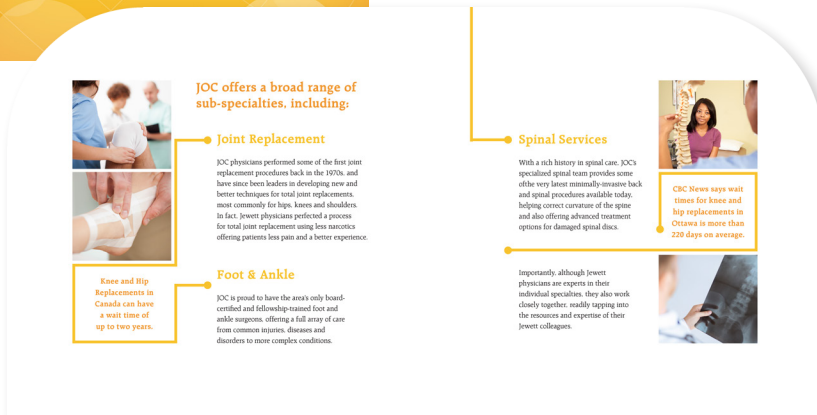
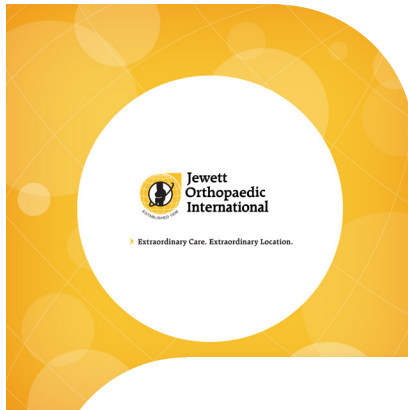
Jewett engaged with Appleton to help expand and develop an international program, including pitch and board materials which featured new creative for direct mail, specialty items and brochures.

Target Audience

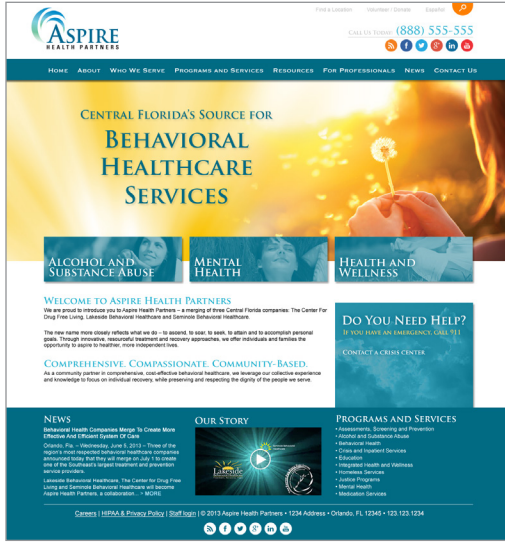
Board; International orthopedic prospects – 75K+

Campaign includes:

- website
- brochures
- specialty items
- direct mail



brochure



website



landing page



eblast



specialty logo



video



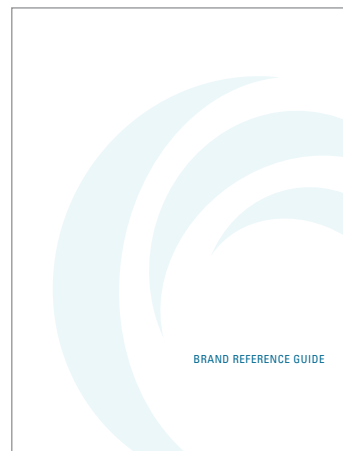
promotional item



folder/media kit



brochure



brand guide

Overview

Aspire Health Partners was the merger of three large medical and mental health organizations covering all of Central Florida. A new name, look and message was created for a fresh, cohesive company.

Target Audience

Teens and adults that may be suffering from alcohol and substance abuse, mental health issues and homelessness. Also, service providers of the same audience.

Results

Created a cohesive brand that successfully transitioned all three organizations into one unified company.

Campaign includes:

- logo
- website
- landing pages
- promotional items
- specialty logo
- video
- eblast
- folder/media kit
- brochure
- brand guide

Campaign items not shown:

- public relations
- media event
- signage
- stationery



Overview

To reinforce Florida Hospital's brand in new markets, Appleton Creative produced a variety of materials from a unique cardiac annual report and magazine to home health collateral and a regional TV campaign.

Target Audience

Adult audiences making healthcare decisions.

Results

The commercials and direct mail campaign reached over 5,000 clients and boosted home health services by 30%.

Campaign includes:

- magazine
- annual report
- direct mail

Campaign items not shown:

- regional tv campaign
- training videos
- annual report



direct mail

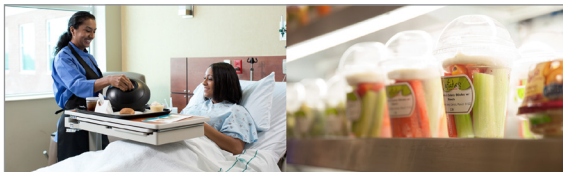
direct mail



welcome to the 2014 Town Hall



safety & diversity moment



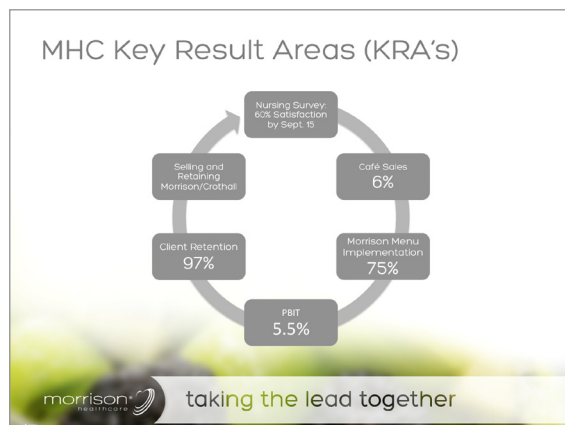
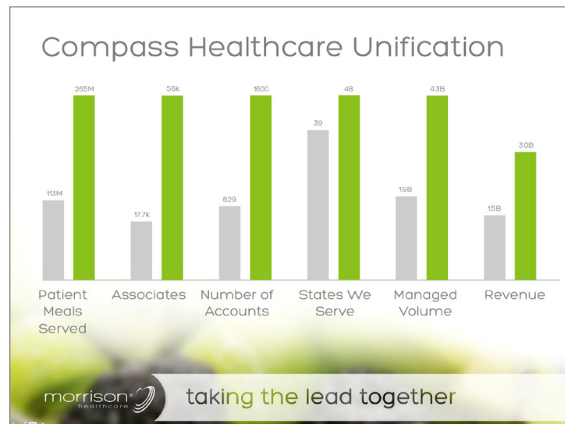
brand promises



animated presentation



brand vision



Overview

Morrison Healthcare is the nation's only food service company exclusively dedicated to providing food, nutrition and hospitality services to hospitals. The Morrison team was struggling to combine various brand elements and engaged Appleton as a resource for brand clarity and consistency.

Target Audience

24,000 team members and client employees.

Results

The hospital nutrition rebrand resulted in a unified brand vision inclusive of safety and diversity programs, hospitality services and the brand's promise.

Campaign includes:

- animated presentation

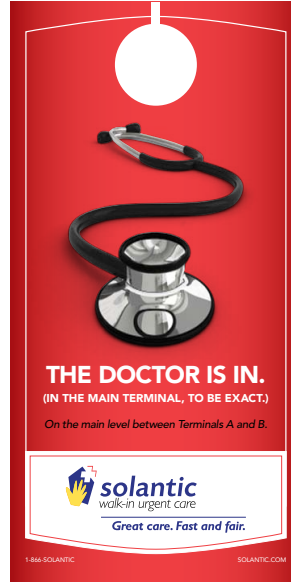
Campaign items not shown:

- logo rebrand

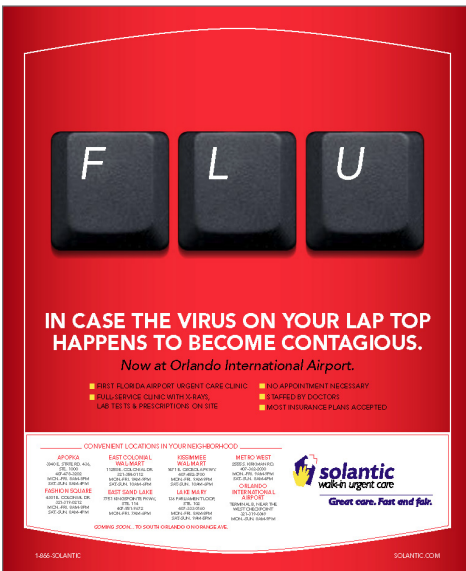
URGENT CARE LAUNCH CAMPAIGN FOR FIRST AIRPORT LOCATION



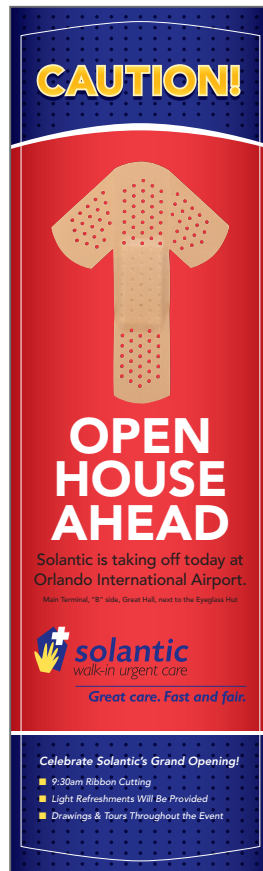
event video (ribbon cutting)



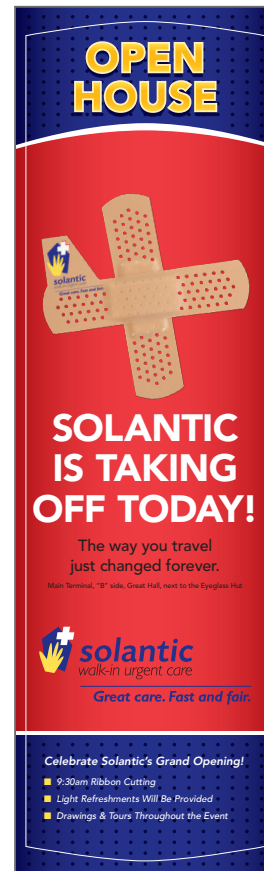
door hanger



advertisements



event signage



event signage

Overview

When Solantic expanded to open a new location in Orlando International Airport, it became the first healthcare clinic in the U.S. to serve an airport. To create awareness about Solantic among both travelers and the community, Appleton Creative delivered a stunning advertising campaign, video, collateral, full media blitz and public relations.

Target Audience

Adult travelers; travelers with families; adult audiences making healthcare decisions

Results

Numerous television stations, online publications and media outlets ran Solantic's story regionally. Combined with the print and video campaigns, Solantic reached even more viewers and potential customers right when and where travelers needed it.

Campaign includes:

- event video
- door hanger
- advertisements
- event signage

Campaign items not shown:

- media blitz
- public relations
- collateral



advertisement



newsletter

Overview

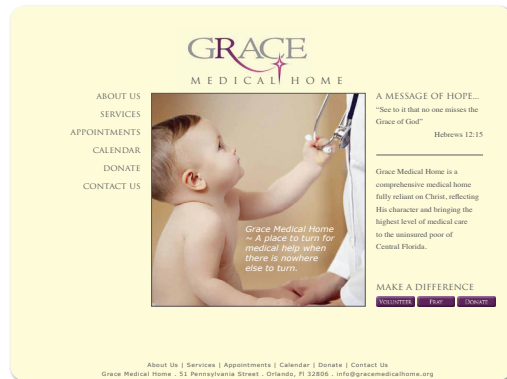
Grace Medical Home, a nonprofit faith-based medical center, needed to enhance its brand with a new look and feel that reflected the organization. Appleton Creative established a brand identity package, collateral and website that emitted compassion and encouraged members of the community to embrace the wonderful services Grace Medical Home offers.

Target Audience

All ages, target focuses on those not covered by medical insurance and on those interested in supporting their mission.

Campaign includes:

- logo
- advertisements
- newsletter
- event invitation
- branding package
- web design



web design



event invitation



brand package

Overview

Launched creative nonprofit campaign to fundraise and raise awareness for the American Lung Association (ALA).

Target Audience

Public locations willing to help raise money for ALA and general population open to purchasing check-out donation decals.

Results

The local promotion was so successful that they pitched national ALA to run the campaign throughout the United States.

Campaign includes:

- fundraising posters
- donation decals
- Assets

Join the Fight for Air.
Buy a paper bubble to show your support for healthy air and healthy lungs.

\$1 each

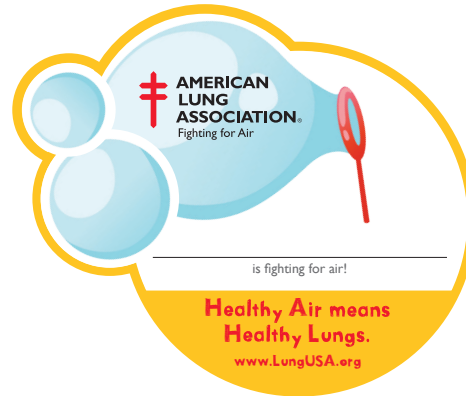
Lung disease is the 3rd leading cause of death in the United States.

Help save lives today and build a healthier tomorrow.

Join the American Lung Association in the Fight for Air.

AMERICAN LUNG ASSOCIATION
Fighting for Air

1-800-LUNG-USA | www.LungUSA.org



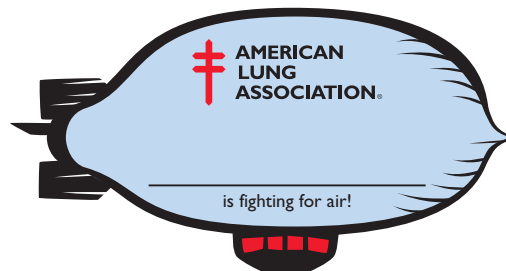
Join the Fight for Air.
Buy a paper blimp to show your support for healthy air and healthy lungs.

\$1.00 each

Help save lives today and build a healthier tomorrow.

AMERICAN LUNG ASSOCIATION
Fighting for Air

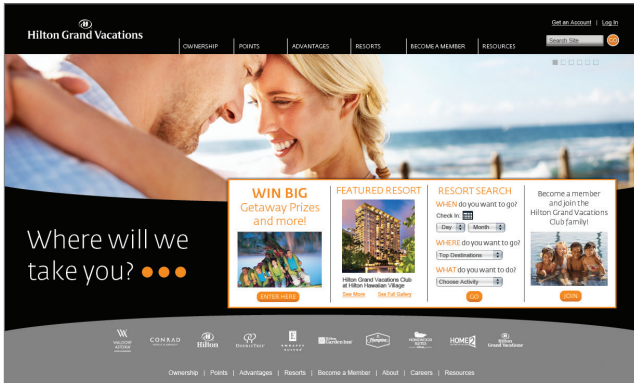
1-800-LUNG-USA | www.LungUSA.org



donation decals

fundraising posters

GENERAL PORTFOLIO SAMPLES



member website



Hilton Grand Vacations Club
MARBRISA
CARLSBAD



Hilton Grand Vacations Club
CRAIGENDARROCH SUITES
ROYAL DEESIDE



Hilton Grand Vacations Club
FLAMINGO TERRACE
LAS VEGAS



Hilton Grand Vacations Club
BORGO ALLE VIGNE
TUSCANY

logos

Overview

Hilton Grand Vacations Club, a vacation ownership club, was looking for a member-centric website with special information and promotions.

Target Audience

Current Hilton Grand Vacations Club members and potential new members over 45 years of age with an elevated income.

Results

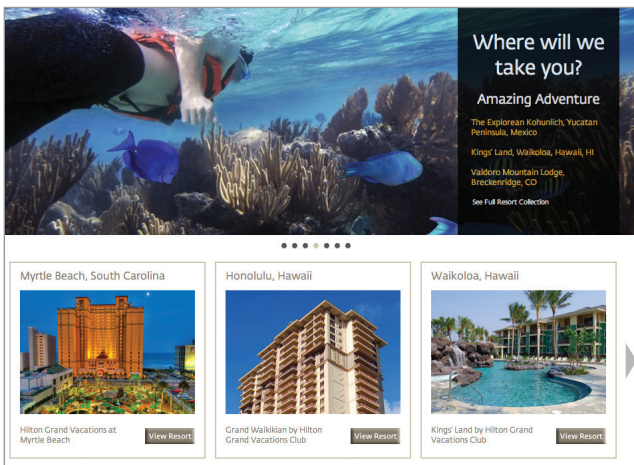
20% increase in interaction on desktop and mobile sites.

Campaign includes:

- member website
- online resort gallery
- app design
- videos
- logos

Campaign items not shown:

- mobile website
- sales center intranet
- interactive presentations
- iPad presentation
- online games



online resort gallery

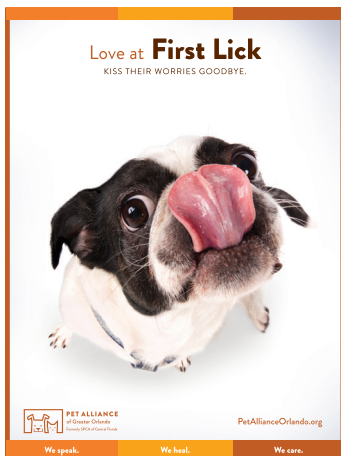


app design



videos

REBRAND LAUNCH AND AWARENESS MULTIMEDIA CAMPAIGNS



public awareness poster campaign

Overview

Pet Alliance of Greater Orlando, formerly the SPCA or Central Florida, is an animal welfare agency that was looking for a full marketing campaign for the launch of its new name and image.

Target Audience

Animal lovers and philanthropists of all ages.

Results

66% increase in fundraising support.

Campaign includes:

- public awareness poster campaign
- print and digital ads
- videos
- social media marketing campaigns

Campaign items not shown:

- brochures
- vehicle wraps
- trade show displays
- billboards
- environmental branding
- event collateral
- print collateral
- public relations
- media kits



video

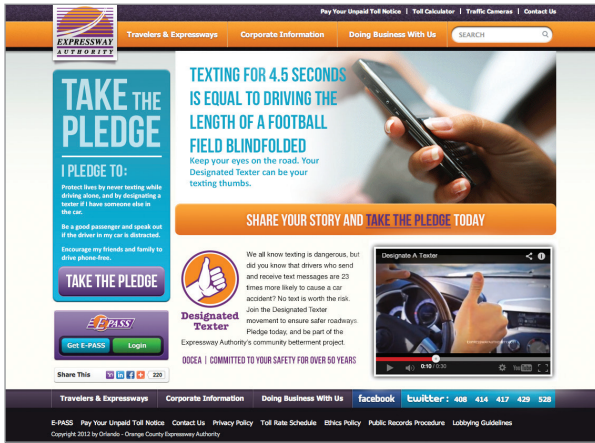
print and digital ad



social media marketing campaigns



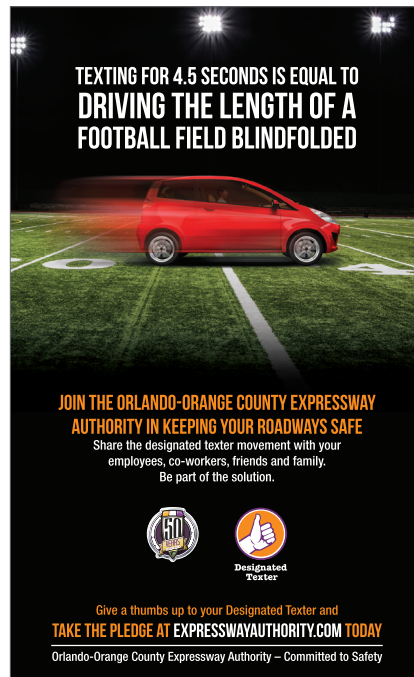
Designated Texter



interactive web page



commercial



print advertisement



billboard



sidewalk art



bus wrap

Overview

Expressway Authority's Designated Texter campaign was a multi-media campaign aimed to raise general awareness and increase support for state legislation on drivers who text.

Target Audience

All 12 to 65-year-olds interested in keeping their family and friends safer on the road.

Results

Thousands of supporters, social awareness, the passing of new legislation and national recognition.

Campaign includes:

- logo
- interactive web page
- commercial
- print advertisements
- billboards
- sidewalk art
- bus wraps

Campaign items not shown:

- flyers
- bus stop promotions
- posters
- promotional items
- event coordination



THE LEADING GEOHERMAL SOLUTION
THE EARTHLINKED RENEWABLE ENERGY SYSTEM

100%
Heating & Cooling

80%
Heating Savings

30%
Federal Tax Credit

EarthLinked.com

trade show displays

STOP UNDERPERFORMING

START
SELLING 100% HEATING CAPACITY

EarthLinked.com

30% TAX CREDIT QUALIFIED

THE BEST GEOHERMAL SOLUTION
THE EARTHLINKED RENEWABLE ENERGY SYSTEM

Efficiency of Heating Power

Features

- Space heating and cooling: 100% of your heating and cooling needs. **No supplemental heat required.**
- Free hot water:** Nearly 50-75% of the average hot water needs.
- qualifies for Federal, state and local tax credits, incentives and rebates.
- Renewable energy:** no on-site fuel combustion.
- Quiet operation:** fully insulated cabinet.
- Compact design: **small yard requirements** for installation.

Become an EarthLinked Customer Today

4101 S. Spain Road, Lakeland, Florida 33811
phone: 800-720-1000 website: 800-231-6100
earthlinked.com

product sheet

STOP UNDERPERFORMING

START SELLING THE ONLY GEOHERMAL SYSTEM WITH 100% HEATING CAPACITY

Join Our Elite Network

Elite Benefits

- 100% Financing
- 100% Energy Savings
- 100% Federal Tax Credit
- 100% State and Local Tax Credits
- 100% Free Hot Water
- 100% Quiet Operation
- 100% Compact Design
- 100% Free Installation
- 100% Free Maintenance
- 100% Free Support Services

EarthLinked.com

landing page

Overview

Full rebrand and marketing campaign to bring new growth to global geothermal technology company.

Target Audience

Dealers who work with consumers in top 20% income bracket, as well as small commercial businesses.

Results

60% reserve growth in first year.

Campaign includes:

- website
- trade show displays
- landing pages
- specialty logo
- product sheets
- trade show graphics
- brochures
- videos

Campaign items not shown:

- dealer sales kit
- folders
- eblasts
- direct mail campaign
- advertisements
- photography

EFFECTIVE:
EARTHLINKED HELPS MAKE BRIGHT N' GREEN
A COMPLETELY SUSTAINABLE BUILDING

- Simple:** Providing renewable energy with a smaller and smaller design.
- Efficient:** Offering 100% of all your heating and cooling needs for your home, with no additional pumps or equipment required.
- Effective:** Providing superior heat transfer and an unmatched durability to your investment partner.

Choose peace of mind with EarthLinked Renewable Energy Systems.

website

GET IN THE LOOP
GEOHERMAL RENEWABLE ENERGY SYSTEM

EarthLinked.com

trade show graphic

Products and Accessories
ALWAYS SIMPLE. NATURALLY EFFICIENT. TRULY EFFECTIVE.

Simple and easy to understand. To help clear geothermal misconceptions, here are a few systems that explain just how simple, efficient and interested in comfort. Can geothermal heating and cooling?

Efficient and powerful. A geothermal system that can deliver 100% of all heating and cooling needs and is 40% more energy efficient than a conventional furnace. The simplicity of the unit allows for more FREE hot water.

Quiet and maintenance-free. A geothermal system that is 100% maintenance-free. It has no moving parts, no burners, no filters, no coils, no refrigerant, no pumps, no fans, no electrical components, no gas, no water pumps and no maintenance.

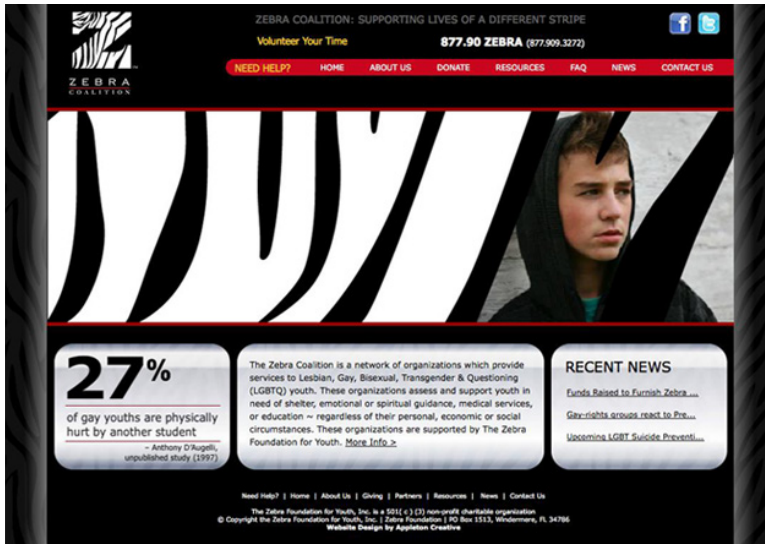
Why is copper better than plastic? Copper is a natural heat exchanger medium because it is 40% more energy efficient than plastic. The EarthLinked System uses the earth's natural energy to heat and cool your home. By eliminating the need for refrigerant systems, by eliminating the need for burners, the EarthLinked System is better.

brochures

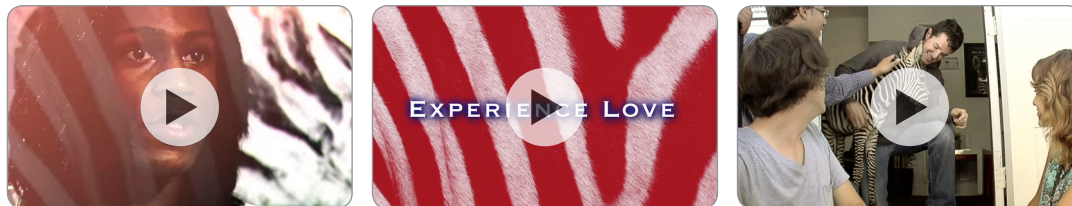
EARTHLINKED
TECHNOLOGIES

Simple. Efficient. Effective.

video



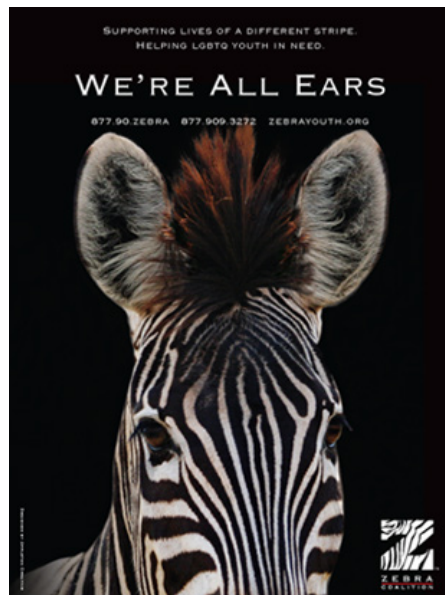
website



public service announcements



brochures



awareness poster

Overview

Zebra Coalition is a nonprofit organization that provides housing and support for all LGBT youth.

Target Audience

Homeless LGBT youth ages 13 to 24.

Results

Through outreach programs, Zebra Coalition has raised millions in support and worked with thousands of Orlando youth.

Campaign includes:

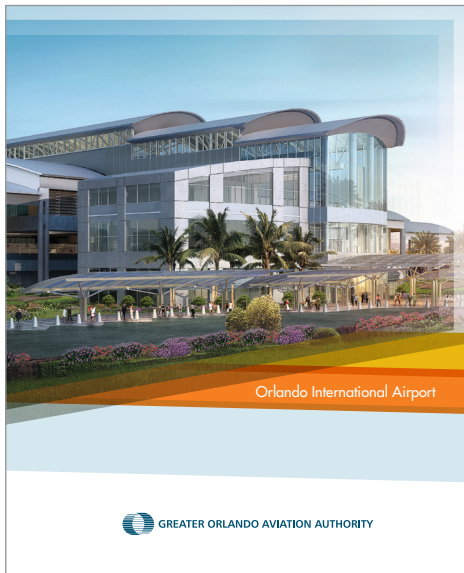
- website
- logo
- branding
- public service announcements
- brochures
- awareness posters

Campaign items not shown:

- brand manual
- videos
- social media marketing campaign
- stationery
- anti-bullying campaigns
- advertisements



billboards



brochure



brochure



trade publication ad campaign

Overview

The Non-Stoppable campaign promoted that OIA has the most non-stop flights in America through outdoor and publication media buying, and was followed by the promotion of the new terminal.

Target Audience

Travelers living in and visiting Central Florida. Included billboard campaign aimed at families and professionals. The trade publication campaign was geared to business travelers and convention planners.

Results

Orlando remains one of the most visited destinations in the United States. Demand for non-stop flights continues to rise, resulting in an increase in travelers.

Campaign includes:

- billboard campaign
- trade publication ad campaign
- brochures

Campaign items not shown:

- media buying
- print collateral
- trade show displays
- financial annual reports
- full service guides
- maps
- stationery
- events
- videos
- web graphics
- history book
- invitations & cards
- interior signage
- advertisements
- airside promotions



GOLF CHANNEL®

Overview

Appleton's brand experts were hired by the Golf Channel and NBC Studios to brand their new facilities at their headquarters in Orlando.

Target Audience

NBC executives and the golf industry's most talented stars.

Results

Outstanding accolades from the client and visitors alike.

Campaign includes:

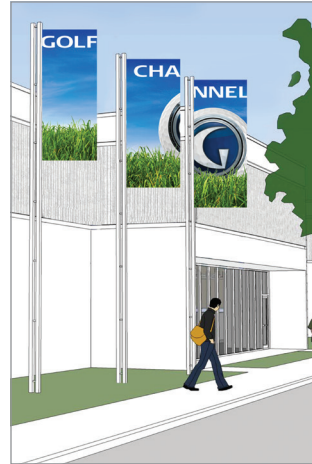
- inset wall graphics and installation
- exterior flags
- magnetic whiteboard working wall
- wall features

Campaign items not shown:

- signage
- frosted glass wall designs
- large-scale framed art



pro golfer inset wall graphics



exterior flags



pro golfer inset wall graphics



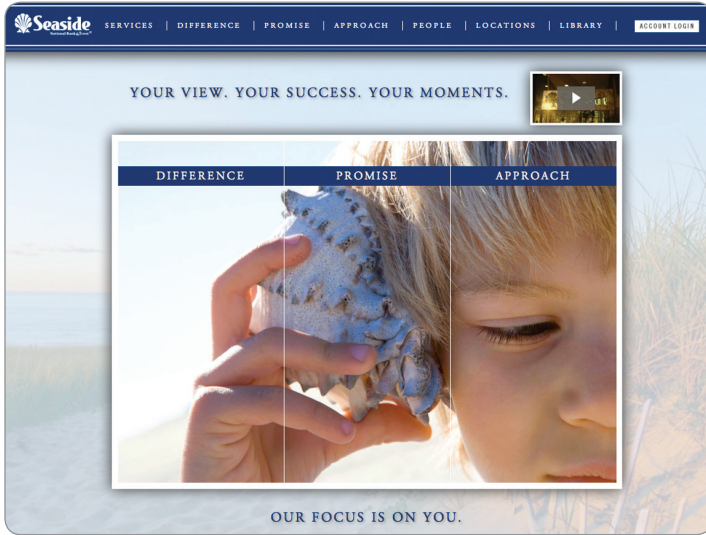
magnetic whiteboard working wall



golf history timeline wall feature



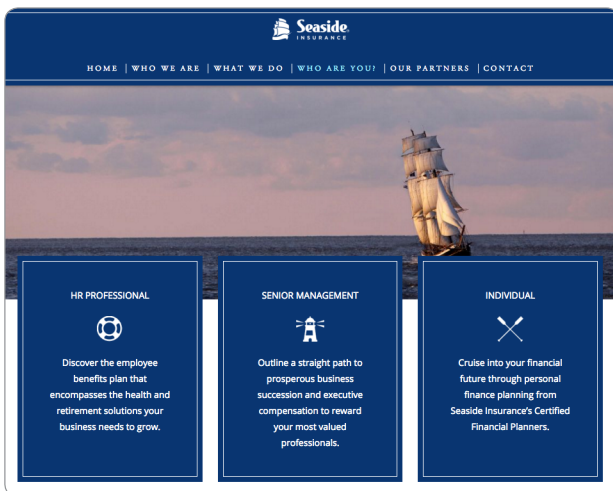
golf ball starburst wall feature



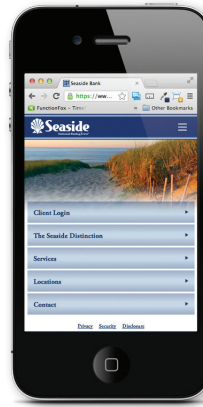
website - home (bank)



website - internal (bank)



website - home (insurance)



mobile site (bank)



brand guide (insurance)

Overview

Appleton created marketing, branding and a web presence for Seaside National Bank & Trust and Seaside Insurance, encompassing a series of videos, highlighting client features to service all their needs in one location and a client portal.

Target Audience

Clients with high-service expectations that desire assistance with financial investments and insurance needs, in addition to banking.

Results

More than 500,000 website visits.

Campaigns include:

- websites
- mobile site
- brand guide

Campaign items not shown:

- logos
- newsletters
- online library
- print collateral
- eblast



Just you two again?
Downsize & upgrade.



OrlandoRealtors.com




Outgrowing your space?
Find a better fit.



OrlandoRealtors.com

billboards



Over Roommates?

It's time to reclaim your freedom.

Living with friends sounded like a dream come true and, for a while, it was. But now you're an adult. You're over the 2 a.m. jam sessions and the mystery smells. Let's face it: you've earned the right to call a house your own.

Find a place to claim your independence and a space with all your must-haves: a dishwasher, your own bathroom, a washer and dryer, and maybe even a garage. Ditch the roommates and find a home of your own.

It's time to reclaim your freedom. Find a REALTOR® who makes the process of buying your own home easy and exciting. A REALTOR® will help you get moving.

SEARCH BY LOCATION

CITY


FIND NOW

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landing page

LATE AGAIN?

Tired of traffic?
Cut the commute.



OrlandoRealtors.com

digital banner ad

Outgrowing your space?
Find a better fit.



Contact a REALTOR® today at OrlandoRealtors.com.



print ad

Orlando Regional REALTOR® Association
Sponsored · Like Page

Just the two of you again? It's time to downsize and upgrade.

Just you two again?



You Need a REALTOR®
An experienced REALTOR® will sell your home and help you find one that's the right size for the lifestyle amenities you desire.

ORLANDOREALTORS.ORG

90 Likes · 5 Comments · 14 Shares

Like Comment Share

Facebook ad

Overview

The Orlando Regional REALTOR® Association is an organization for experienced realtors in the Orlando area. Appleton created a traditional and digital marketing campaign to drive traffic to OrlandoRealtors.com and increase awareness of the benefits of buying and selling with a REALTOR®.

Target Audience

Empty nesters looking to downsize their family home and upgrade to a better fit; young professionals and young families; investors looking to simplify; relocators looking to live closer to where they work and play.

Campaign includes:

- billboards
- landing pages
- print ads
- digital banner ads
- social media marketing

Campaign items not shown:

- media buys
- radio campaigns
- digital marketing