

MAY 2007

BUZZ**For Remedy's Swedish Covenant Hospital campaign**

One week post launch, the campaign received a glowing review in the *Chicago Sun Times*. We couldn't have written it better ourselves.

Ads pull out all the L stops



Swedish Covenant campaign rails about those wonderful things that help us recuperate — especially on the Brown Line

LEWIS LAZARE

llazare@suntimes.com

Nobody likes to get sick, which is why we immediately want to feel better. For some, it means a trip to the doctor. Others might require a hospital stay.

Besides these options for getting well, a probing new print, outdoor and transit ad campaign for Swedish Covenant Hospital from Remedy/Chicago asks us to ponder other things that may contribute to the healing process. Through the use of suggestive visuals, the campaign provides possible answers, including something as soothing as an ice cream cone or as reassuring as a loving look from a loyal pooch.

The campaign concept comes



from research collected by the nearly 120-year-old North Side hospital that indicates things that typically make us feel good in

everyday life can aid in recovery from illness or injury. Though it is a hospital with all the skilled doctors and technology one would expect in such an institution, Swedish Covenant also provides patients with some of the feel-good things the new campaign calls to mind, including organic meals, laughter yoga and — wow! — strolling musicians.

The new ads will be especially visible to riders on the CTA's Brown Line, which ferries large numbers of passengers to and from Swedish Covenant's immediate neighborhood. And in a first for an ad campaign utilizing L cars, the ceilings of 42 trains will be covered with dreamy images of clouds and a summer sky — two more of the many possible answers to what helps each of us feel better and speeds the healing process.