

Interactive Mall Display

An interactive mall kiosk acquires leads and creates buzz for Holy Cross orthopedics.

About the Client

Holy Cross Hospital is located in Ft. Lauderdale, Florida, with satellite locations throughout Broward and Palm Beach counties. The faith-based, not-for-profit organization is a member of Catholic Health East and is known for cutting-edge research and technology.

Challenge

Get orthopedic patients from Palm Beach County

Holy Cross Hospital is renowned for orthopedics. The hospital was looking to expand the footprint of its orthopedic service line into Boca Raton, a wealthy community filled with retirees and thus a potentially lucrative market for the organization.

Insight

We can find our ideal target in one place: the mall.

South Florida is home to thousands of affluent senior citizens. During the holiday season, they flock from miles around to shop at Town Center in Boca Raton.

The Strategy

An attention-grabbing interactive kiosk

We created an interactive experience inside the mall with an entertaining touch-screen kiosk that included videos. It stopped people in their tracks, promoted the hospital's best orthopedic surgeons, and incentivized shoppers to schedule an appointment.

Results

1,000 new surgical leads

During the two-month span, the display generated more than 1,000 new surgical leads, prompting Holy Cross to expand the program.

Interested in working with us?

Please contact Jessica Schmidt, EVP, at 561.276.7701 (ext. 221) or jschmidt@bpdadvertising.com

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