

A dark, stylized illustration of a person on horseback, holding a flag that reads 'REVOLUTIONARY'. The scene is set against a dark background with a subtle orange border.

MARKETING SERVICES

E M I L Y
REVOLUTIONARY MARKETING

SC DEPARTMENT OF HEALTH

ABOUT THE CLIENT

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SC Department of Health formerly a part of DHEC, DPH provides public health services, health care quality improvements, and resources to everyone in South Carolina

Project Task: Print Materials and Geo-Targeted Ads to Target Correlated Events
Attended/Hosted by DPH

Project Timeline: January 2025 - March 2025

Problem/Solution: The South Carolina Department of Public Health (SC DPH) sought a contractor to develop a comprehensive campaign to educate South Carolinians about the long-term impacts of COVID-19 and the services available through DPH.

Team EMILY kicked off the project in January 2024 by collecting existing materials and conducting an in-depth review of similar communications from other DPH programs. Our team then crafted a suite of printed materials and developed creative, geo-targeted ads to amplify the campaign's reach, ensuring effective message delivery at DPH-hosted and attended events across the state.

GEOTARGETED ADS: WOMEN IN THE NAACP LUNCHEON

SC Department of Public Health's Geotargeted ad campaign ran from March 17th – March 26th.

173K

Impressions

263

Clicks

.15%

Clicks Through Rate

Target Audience:

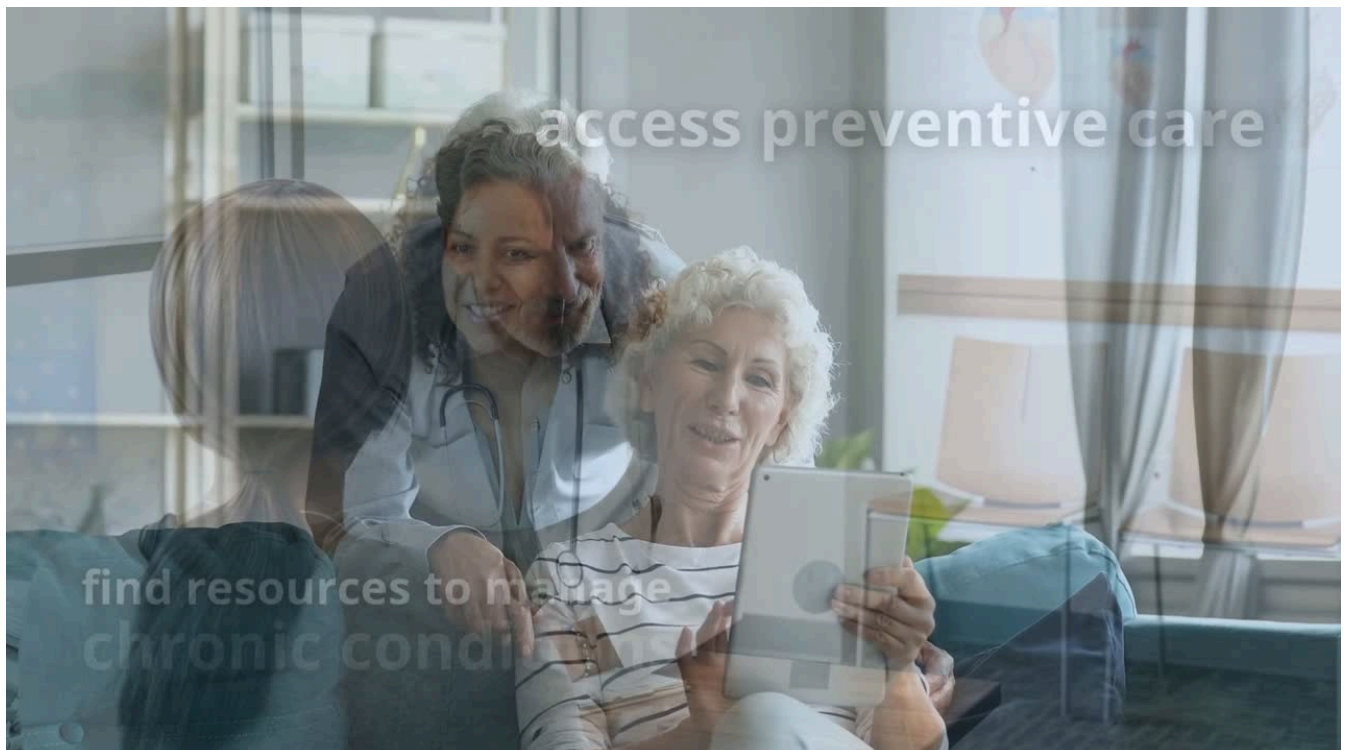
Users located within a 10 mile radius of downtown Columbia, SC.

Target Audience:

Ad appeared to users as display image ads on available sites and apps in our display network.



SC DEPARTMENT OF HEALTH VIDEO AD



ENGLISH AND SPANISH PRINTED MATERIALS

Together, We Can Build Your Best Life!

COVID-19 is still around and still making people seriously ill, especially if you have a health condition such as heart disease, obesity, or asthma; or if you have a weakened immune system.

Empowering you to take control of your health. Your path starts here!



dph.sc.gov/public/public-health-clinics

Scan to find your county's public health department!



**Care Line for Support
in English & Spanish:
1-855-472-3432**

*U.S. Department of Health and Human Services: Outreach Materials | HHS.gov
These materials were produced with funds from the CDC's Center for State, Tribal, Local, and Territorial Support (CTLTS), the Coronavirus Response and Relief Supplemental Appropriations Act, 2021, and administered through the South Carolina Department of Public Health.

FRONT

Be a Health Hero for South Carolina!

COVID-19 is still around and still making people seriously ill, especially if you have a health condition such as heart disease, obesity, or asthma; or if you have a weakened immune system.

Your voice matters! Help others take the first step towards better health.



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BACK

¡Juntos podemos construir tu mejor vida!

El COVID-19 sigue presente y sigue enfermando gravemente a las personas, especialmente si tienen complicaciones de salud como enfermedad cardíaca, obesidad o asma; o si tienes un sistema inmunológico débil.

Te ayudamos a tomar el control de tu salud. ¡Tu camino comienza aquí!



dph.sc.gov/public/public-health-clinics

Escanea para encontrar el departamento de salud pública de tu condado.



**Línea de atención para recibir
asistencia en inglés y español:
1-855-472-3432**

*Departamento de Salud y Servicios Humanos de EE. UU.: Materiales de divulgación | HHS.gov
Estos materiales se produjeron con fondos del Centro de Apoyo Estatal, Tribal, Local y Territorial (CTLTS) de los CDC, la Ley de Asignaciones Suplementarias de Respuesta y Alivio del Coronavirus de 2021 y se administraron a través del Departamento de Salud Pública del Estado de Carolina del Sur.

FRONT

¡Sea un héroe de la salud para Carolina del Sur!

El COVID-19 sigue presente y sigue enfermando gravemente a las personas, especialmente si tienen complicaciones de salud como enfermedad cardíaca, obesidad o asma; o si tienes un sistema inmunológico débil.

¡Su voz importa! Ayude a otros a dar el primer paso hacia una mejor salud.



dph.sc.gov/public/public-health-clinics

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