

Wallrich.

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CREATIVE COMMUNICATIONS

FIRM

PEOPLE

PROCESS

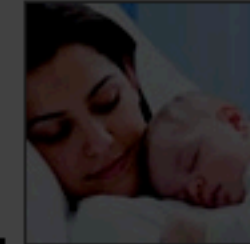
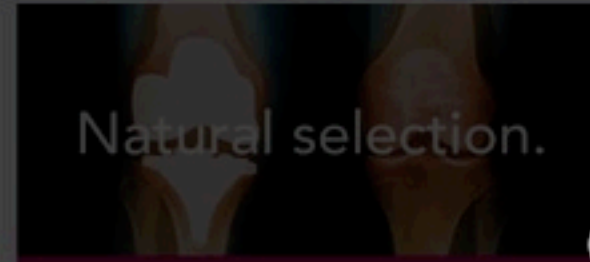
PORTFOLIO

CASE STUDIES

CONTACT US

Methodist Hospital 2007 knee replacement cinema spot

"Gutsy." That's what kind of advertising Methodist asked for to launch its radical, new knee replacement technique. Promising greater range of motion and a more natural feeling, we created a campaign that included this animated cinema spot, as well as print and broadcast advertising to active adults over 50. The campaign generated so much response that within a month the Methodist knee surgery



Natural selection.

ORTHOPEDIC & SPORTS MEDICINE CENTER
at Methodist Hospital

. Sometimes, more literally than
ema spot, animated presentation
ts animation to add that extra bit
y

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