

A photograph of two women walking on a dirt path through a lush green forest. The woman on the left is wearing a teal long-sleeved shirt and grey leggings, and the woman on the right is wearing a grey long-sleeved shirt and black leggings. They are both smiling and looking at each other. The background is filled with tall trees and dense foliage.

Cardiovascular Volume Driving Campaign

March 25, 2021

Campaign Overview

- Goal: Leverage patient story of inspiration and grit to showcase cardiac expertise and drive volume to CV network of care
- Reasons to Believe
 - We care for the most hearts in Central Florida (volume leader)
 - We offer the most advanced heart care network, with the only heart transplant program in Central Florida
- Call-to-Action: Request an appointment
- Media:
 - TV (Broadcast & Cable), Hulu, Radio, Pandora, Outdoor, Print, Digital (Video & Display), Spanish language media
 - Supplemental: Direct Mail, Local Print
- Timeline: March 28 – May 6

Print Ad

AdventHealth's cardiac experts put Leith back in the race.

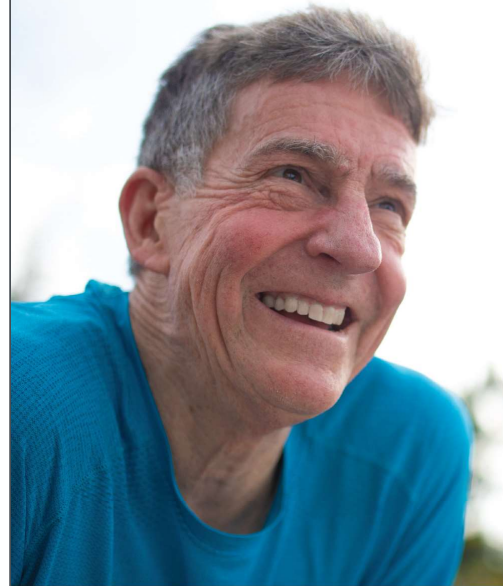
Leith collapsed from a heart attack minutes after crossing the finish line of a marathon. The experts at the AdventHealth Cardiovascular Institute saved his life, and now he's up and running again. With Central Florida's most advanced heart care network, we're always nearby to ensure you're ready for the road ahead.

Print Ad

“A heart attack tried to finish me, but I'm just getting started.”



Caring for the
Most Hearts in
Central Florida



AdventHealth's cardiac experts put Leith back in the race.

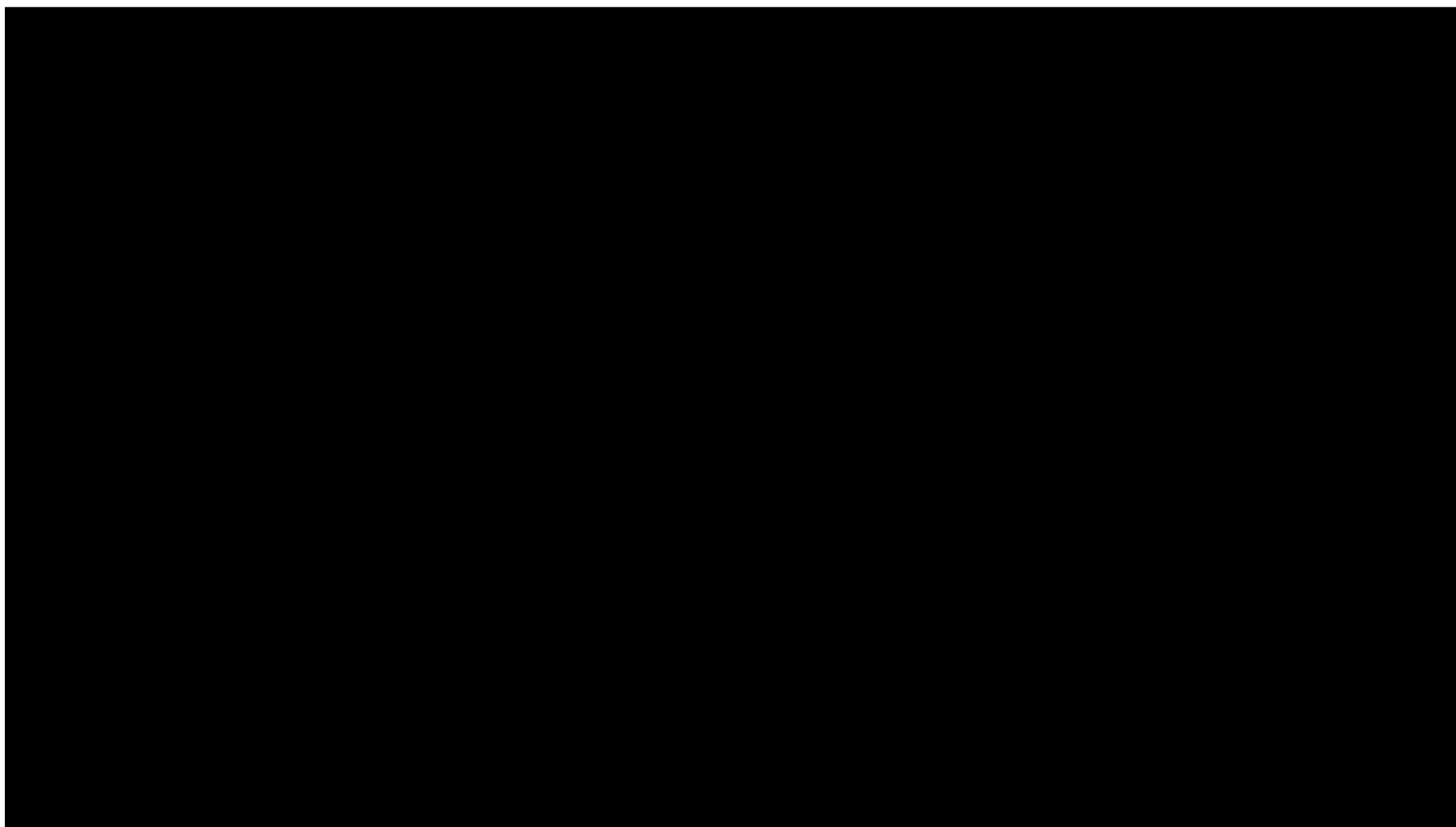
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Request an appointment at [HeartsAreIncredible.com](https://www.heartsareincredible.com)

AdventHealth
feel whole.

PHOTOGRAPHY © 2018

TV Spot

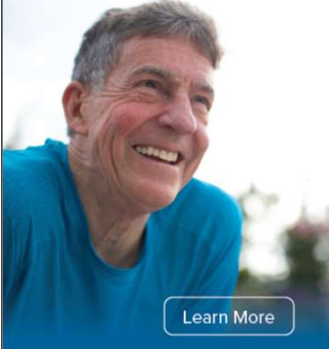


Radio Spot

AH Volume Driving Radio
“Just Getting Started-GM CFD”
Radio :30


Digital Examples

“I put my heart in the right hands.”



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AdventHealth



Central Florida's Heart Care Leader

AdventHealth


Learn More

Central Florida's Heart Care Leader



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Learn More



“I put my heart in the right hands.”

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Learn More

Outdoor



**“I put my heart
in the right hands.”**


Advent Health

Additional creative options being finalized, highlighting our medical expertise and advanced network of care.

- “Central Florida’s Heart Care Leader”
- “Orlando’s Most Advanced Heart Care”
- #1 in Matters of the Heart”