

A
**CASE
STUDY**

Ontario Ministry of Health

AGENCY: PHD CANADA

REC
media


WHERE BRANDS
CONNECT TO
COMMUNITY

**Run. Jump. Play.
Every Day.**

ontario.ca/healthykids



HEALTHY KIDS
COMMUNITY CONNECTION

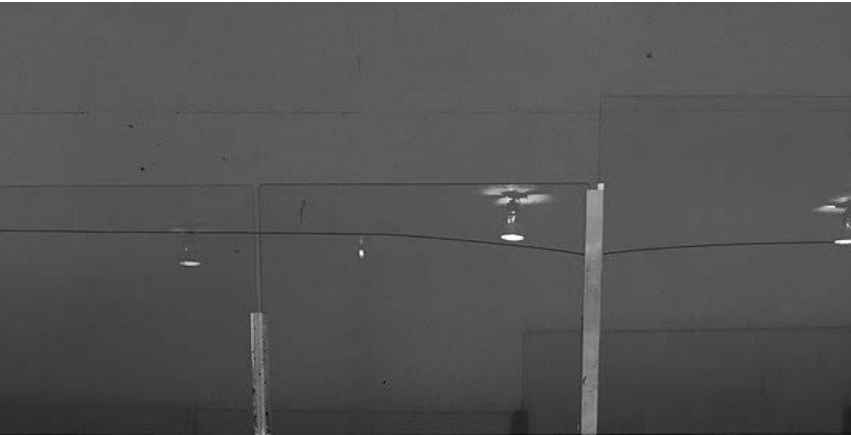
 Ontario

Fund for the Government of Ontario

THE OBJECTIVE

The **Ontario Ministry of Health** wanted to **engage** with captive **community** audiences across Ontario in order to:

- **Encourage** and empower **parents** to make **healthier choices** for their families.
- **Help** parents personalize the **importance** of **healthy** weights for their **children**.
- **Communicate** their 5 year **strategy** to **reduce** childhood **obesity** by **20%**.



THE EXECUTION

Rec Media was proud to help connect the **Ontario Ministry of Health** with affluent and active **families** in grassroots **communities** across **Ontario!**

We facilitated the production and installation of **339 Rinkboards/Wallboards** and secured advertising space for **145 Digital screens** across **192 community arenas** in **76 markets!**

Initially, the **campaign** was set to run for a term of **6 weeks**; but due to the **overwhelming** response and **feedback**, **majority** of the advertising was **extended** a further **4 weeks!**

THE RESULTS

Together with the brand **message**, unique out-of-home **environment** and captive **audience** - this campaign yielded approximately **15,828,864 impressions!**



Increased Impressions



Increased Awareness

