



***Made Possible Campaign By Your Children's Hospital**

An inside-the-Beltway brand positioning campaign from the Children's Hospital Association

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Campaign Objective

Our Objective: Strengthen **CHA's reputation** and position the industry for **effective advocacy** among key stakeholders inside the Beltway.

Our Opportunity: Develop a brand positioning campaign to **increase the awareness and importance of** children's hospitals and their advocacy priorities inside the Beltway.



Driven by Insights



The foundation for the campaign was data, ensuring CHA had the **most effective messages, language, proof points, and messengers** for the CHA brand positioning campaign.

Campaign Insight: Every parent and guardian wants to be there for their child's firsts and big milestone moments. Children's hospitals make these moments possible.

Campaign Idea

The Idea: Children's lives are marked by important moments. Big moments — birthdays, their first step, first day of school — and small moments — playing dress up with friends, a visit to the zoo, dinner with grandma. Children's hospitals provide invaluable care to kids of all backgrounds, **making it possible** for kids and their families to experience the important moments—both big and small.



Campaign Implementation



Campaign Creative



Paid Media (digital, radio, OOH)



Microsite



Social Media



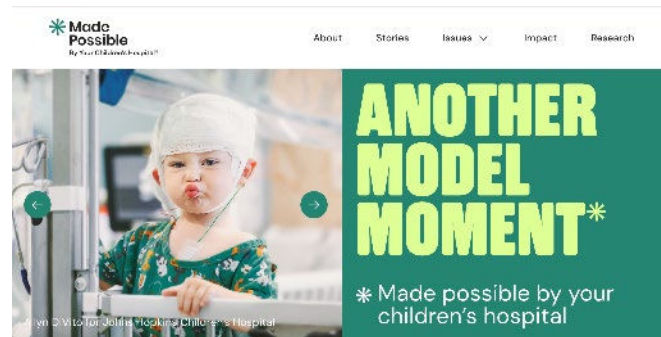
Earned Media



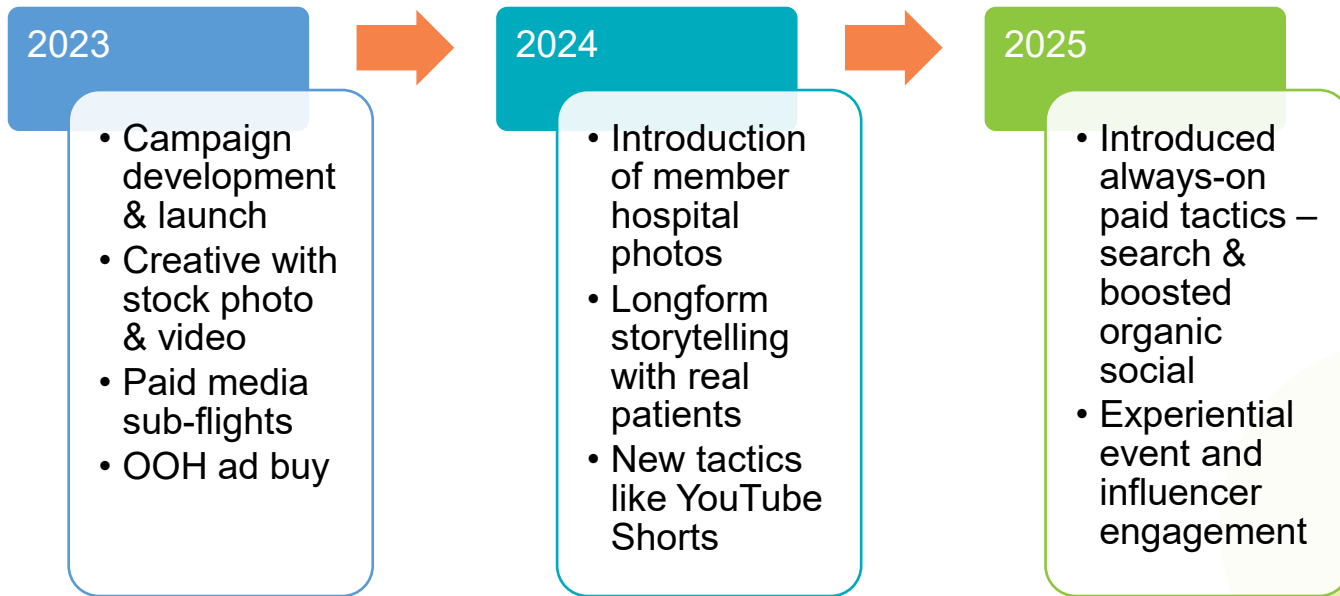
Member Engagement

Campaign Look & Feel

 **Made Possible**
By Your Children's Hospital™



Campaign Evolution



Campaign Evolution

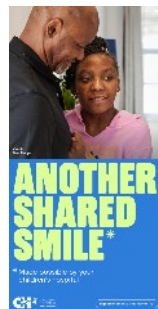
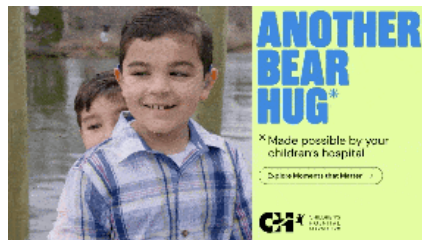
2023



2024



2025



Lessons Learned

- **Video content dominates:** Our 2023 results indicated that video content quickly rose to the top, outperforming static content on almost all platforms. Based on these insights, we introduced long-form patient video content, which we are building upon in 2025.
- **Reducing the number of ads:** We've learned that optimizing a smaller number of top-performing ads over a larger quantity of ads results in higher impressions and engagements. Therefore, we now run fewer ad variants to build a more memorable campaign and drive stronger campaign awareness.
- **Creating a stronger narrative arc:** Last year, we saw that one-to-one content consistently outperformed dynamic content. Creating a stronger narrative arc with each post helped continuously boost engagement, driving our decision to switch entirely to one-to-one content by the end of the 2024 campaign.

Delivering Results



- Results from a tracking survey LSG conducted in late 2024 found that recall of the “Made Possible” campaign increased 20 points year over year.
- Awareness of CHA increased 16 points year over year among the campaign's target audience.
- CHA's reputation also improved as favorability and trust of CHA increased 10 points and 12 points respectively year over year among the target audience.



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