

Promotional Umbrellas Make News and Get a Message Across for New York's Healthcare Education Project

■ Challenge: Find the right product to spread an important message

When members of the Healthcare Education Project contacted ePromos, they weren't seeking new clients or an increase in sales—although promotional products certainly help do those things. Instead, the organization, a joint venture between the 1199 Social Employees International Union (SEIU) and the Greater New York Hospital Association (GNYHA), sought a promotional product that would help them make a difference in the world—specifically, a product that would help them move closer to their goal of achieving universal healthcare coverage in New York State.

1199 SEIU is the largest local in the United States and the largest healthcare workers' union on the eastern seaboard. It represents over 300,000 healthcare workers employed in hospitals, nursing homes, home care clinics and social service agencies in New York, Massachusetts, Maryland and the District of Columbia. GNYHA is a trade association representing more than 250 not-for-profit hospitals and continuing-care facilities, both voluntary and public, in the New York tri-state area.

■ Solution: Promotional umbrellas have it all covered

ePromos developed a set of three complementary items, each of which prompted dealers to ePromos' Promotions Specialist Gabrielle Schorer quickly went to work on the Project's behalf, searching for just the right product to help them drive their message home. After exploring various options, the Project's team selected a large umbrella, imprinted with its key message: *Cover NY*.

■ Result: The umbrellas give and, at a press conference, get coverage

The umbrella was a perfect fit, as it both gave and received coverage—the latter when many people simultaneously opened their *Cover NY* umbrellas during a press conference outside Mayor Spitzer's Partnership for Coverage Hearings to show their support of the Project's proposal for increasing healthcare coverage. The media could not resist such an opportunity; photos of individuals holding their *Cover NY* umbrellas made it into various papers, thereby increasing the Project's reach—and turning a publicity stunt into a public service announcement.



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