

The Accidental Sisterhood: Starting a Women's Health Movement.

CLIENT: Pelvic Health Foundation



Here's the Situation:

Urologist Raymond Bologna, M.D. devised a solution to an issue affecting millions of women — incontinence. He wanted to create a program that helped women solve their bladder problems, but this taboo topic wasn't something women were chatting about among friends.

How do you start a women's health movement?

How we pulled it off:

The objective was to educate women through the development, branding, and distribution of a multi-tiered pelvic floor strengthening program.

- **Branding:** The program needed a name and personality that captured the discreet nature of the issue, yet was powerful & compelling. After an extensive naming process, "The Accidental Sisterhood" and associated visual elements were born.
- **Program development:** We took the program fundamentals and improved the design and content to make it consumer-friendly, all-inclusive and doable at home. The complete set contained a book, journal, DVD and Theraband™.
- **Distribution:** We started by creating an e-commerce site, but evolved the distribution plan to bring the program to the people. Hosting free events across the country was the perfect way to promote the program at a grass-roots level, get women talking and get the word out.

Going the Distance:

Dr. Bologna's practice saw a 29% increase in business the year following the program's launch. A national tour was established with the support of companies like Johnson & Johnson, Medtronic, and Pfizer. All events were filled to capacity with more than 300 women in attendance. The Accidental Sisterhood campaign won multiple awards, including a best in show Addy and recognition in Graphic Design USA.



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