



Christiana Care

Strategy

Christiana Care, Delaware's largest healthcare organization, needed to drive awareness of their new corporate image to the community that they serve following a major rebrand. Christiana Care partnered with Carvertise to complement their multi-channel marketing campaign launching colorful, fully wrapped cars donning their new brand throughout the city of Newark, Delaware.

Results

2M+

IMPRESSIONS

generated from the Carvertise campaign.

3 MONTH

EXTENSION

of campaign duration due to immense success and impressions generated.

