



FOR IMMEDIATE RELEASE

Altru and the Mayo Clinic Care Network work together in new campaign

MINNEAPOLIS (October 14, 2011) – Altru Health System, a regional integrated health system located in Grand Forks, ND, recently launched a new advertising campaign focusing on their new membership in the Mayo Clinic Care Network. The campaign was developed by Clarity Coverdale Fury, a Minneapolis-based digital and advertising agency.

The new relationship between Altru and the Mayo Clinic Care Network is the first such relationship in the country for the Mayo Clinic's new network model for like-minded healthcare providers.

The advertising campaign includes three 30-second TV spots, outdoor, newspaper, theater, online advertising and a mini-intro campaign for employees. The campaign is being introduced with a teaser that features a lush green "We" button surrounded by white space. This "teaser" will be used in outdoor, newspaper and online.

The campaign breaks with a full-page, "We" newspaper ad that explains the benefits behind Altru's membership in the Mayo Clinic Care Network. As Dennis Reismour, Altru's Chief Planning Executive said, "The 'We' message is very important because it says that by working with Mayo Clinic, we can provide an even higher level of care to our patients and communities."

Television is the major thrust of the campaign. The spots -- "Drying dishes," "Bedroom mirror" and "Refrigerator" – portray everyday moments in which people are talking about the health issues they're currently facing. The power of the commercials comes from the honesty and authenticity of the performances.

As Creative Director/Art Director Jim Landry put it, "The spots are naked, with no music or voiceover, because we wanted them to feel like real life, not staged."

Jerry Fury, Creative Director and writer of the spots added, "We wanted the spots to have a voyeuristic quality to them, as if you were watching and listening to an intimate family conversation."

The theme of the multi-faceted campaign—"By working together, we all get better."—reiterates the commitment that Altru and the Mayo Clinic have to collaborating and working together.

The TV is scheduled to begin in mid-October, and will run throughout 2011.

About Clarity Coverdale Fury

Clarity Coverdale Fury specializes in helping brands make an emotional connection with customers through digital marketing, brand development, advertising, promotions and public relations. They consistently produce results often doubling or tripling a brand's historical performance. Their tools include brilliant strategic thinking and world-class creativity. Clarity Coverdale Fury is perhaps best known for creating the global launch of Belvedere Vodka which shot from \$0 - \$1 billion in sales in just nine years. Current brands in the agency's portfolio include: ClearWay Minnesota, International Dairy Queen, Purina Mills and Red Gold Tomatoes among others. Information on Clarity Coverdale Fury can be located on www.claritycoverdalefury.com.

Clarity Coverdale Fury

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About Altru Health System

Altru Health System is a major regional health provider, with innovative cancer, heart, orthopedics, and pediatric programs and more than a dozen clinics in Grand Forks and the region. Located on a 90-acre campus, Altru has over 200 physicians and nearly 4000 employees.

About Mayo Clinic

Mayo Clinic is a nonprofit worldwide leader in medical care, research and education for people from all walks of life. For more information, visit MayoClinic.com or MayoClinic.org/news.

Credits

Client: Altru Health System
Agency: Clarity Coverdale Fury
Creative Director/Writer: Jerry Fury
Creative Director/Art Director: Jim Landry
Group Brand Supervisor: Gary Hellmer
Agency Print Producer: Caroline Ryan Gibbs
Agency Broadcast Producer: Kris Wong Barrie
Digital Designer: John Kenyon
Production: Gartner Films
Director: James Gartner
Edit: Schnitt Edit

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