# CASE STUDY | Modernizing sponsorship strategy for a leading healthcare brand

## SITUATION

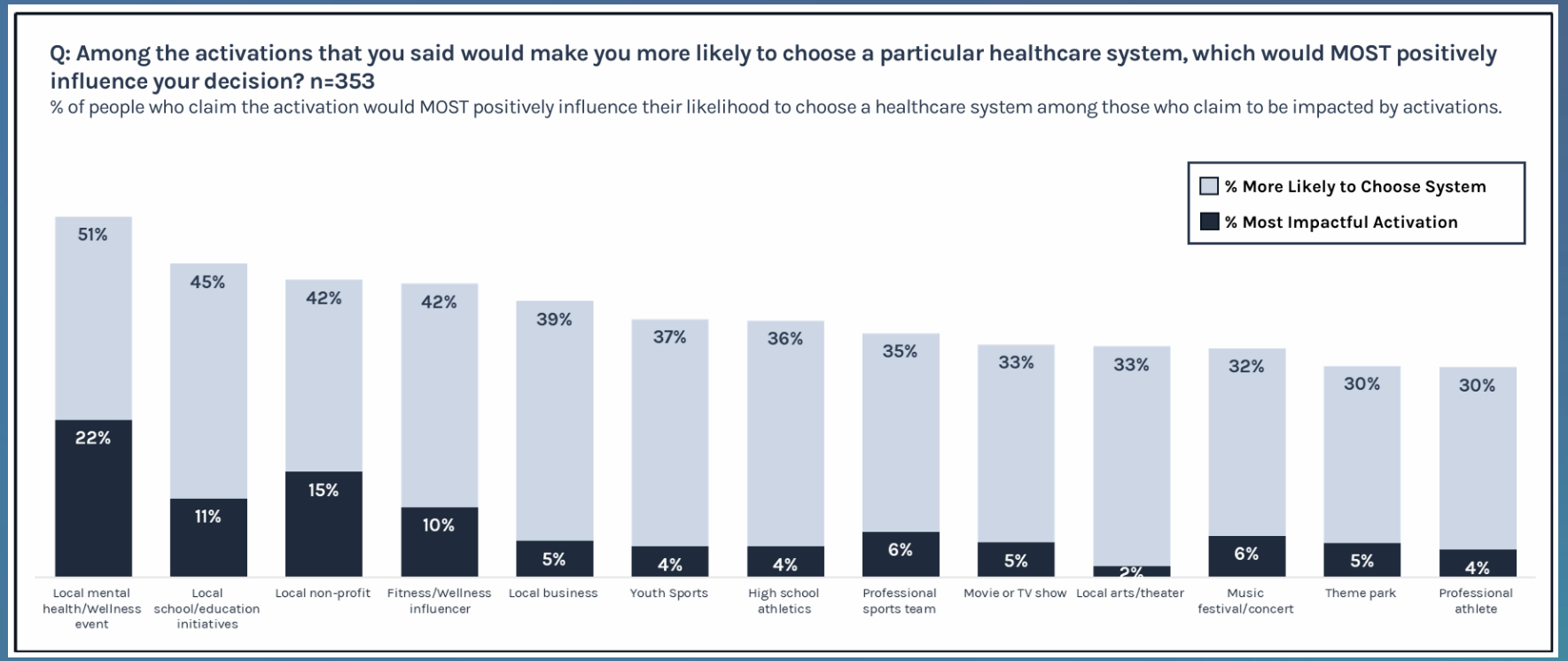
The partnership strategy was built on frameworks nearly a decade old. With consumer interests shifting and a new 2030 goal plan, the organization needed a data-driven reassessment to understand 'where to play'

## APPROACH

We ran custom research across key markets, paired with executive interviews, to provide a prioritization of passion areas, how consumers engage with them, and which sponsorship types drive the strongest impact.

## RESULTS

Reprioritization towards community activations.
Expansion into high priority areas around wellness and entertainment




"We're getting really positive feedback.. thank you again for the partnership, collaboration and strategic work that you've done over the past several months. **It's allowed us to have truly fact-based conversations internally.**"

*-Vice President of Marketing*