

## Mount Sinai

“The Future of Medicine: more than just virtual reality”

### GOALS

- 1- Communicate the donors where the money invested and encourage further engagement through exclusive content creation and VR headset gift customised to Mount Sinai’s brand;
- 2- Raise awareness on the future of medicine with Mount Sinai innovation on lead, showing it is not only a hospital, but also a center of research and education;
- 3- Demonstrate that Mount Sinai is unique amongst other healthcare centres, using cutting edge technology, sometimes not available anywhere else;
- 4- Through the creation of a series, generate video content for several months, encourage people to come back on the online platforms. At the same time raising brand awareness for people not yet familiar with Mount Sinai, bringing them into Mount Sinai’s network.

### CONCEPT

Through a series of video segments, we will show that Mount Sinai is a leading force in the development of the medicine of tomorrow. The themes explored will be Virtual Reality Brain Surgery, Heart Valve Surgery, Immunotherapy for Cancer, An innovative system for characterising prostate cancer, and Minimally invasive foot surgery. The VR content produced will be viewable with or without headsets, embedded on the VR youtube platform.

There is something catalytically logic about making some high-tech content dealing with a high-tech subject. Through mixing interviews of doctors and patients, with the VR camera in the operating room, the audience will be at the center of the action, truly experiencing what Mount Sinai is about, and its direction: turned towards the future.

Other ideas to be explored is using the advanced image system of Mount Sinai and incorporate it into our VR experience: such as:

- use of 3D print render files/scans of a skull, so the audience can see the skull from “inside”.
- if possibility to record from VR headset from surgeon, we could integrate some video extracts into our VR edit.

## SUGGESTED DIGITAL STRATEGY

The suggested digital strategy release is dual-axis:

- 1- initially, give exclusivity to VIP/donors and possibly exposing the content at events such as the Crystal Ball, along with a “marketing gift” to make them feel special and appreciated: Mount Sinai custom branded cardboard VR headset. Not only this is a cool high-tech gift about a high-tech theme, but giving at the event also allows to show how to easily set-up the headset for the less inclined tech-y people, and already introduce them to the VR content;
- 2- in a second time frame, the same content can be released to the rest of the world on the Mount Sinai social media platforms. This allows for smart targeting, with people already part of the Mount Sinai community, but also other crowds, with the first circle being the crowd taking interest into healthcare in the New York area, and other circles can be reached out all the way to those of interest in innovative VR content . A staggered release could be set up, so one episode a month comes out, to encourage people to come back on the Mount Sinai platforms and see what is next;
- 3- This in-turn can generate organic word-of-mouth communication as people will share it on their personal social medias.

## GARANANCE PICTURES

Garance creates variety range of branded content, from **traditional TV commercials** to non traditional content which is specially **designed for the web** (without TV format restriction, and tailored for short attention span audience, as well as viral sharing). This approach allows for more **creativity and audience interaction**, as instead of "selling a product", the companies create an entertaining and compelling piece around it, which leads to the audience sharing this video and brand awareness is raised organically.

In addition to virtual reality, Garance provides a **cinema-grade quality** to their productions, and have all of the required cinema grade equipment in-house as well as DCI/TV broadcast ready post production facility.

In addition to branded content video conception/production, Garance specialises in **celebrity partnership** between brands and leading actors/athletes for the campaigns produced. As part of the strategy, the celebrity re-posts the video on his/her own social media, allowing exponential exposure to a brand. Some example of latest partnerships: Tony Parker, Remi Gaillard, Amaury Nolasco (Prison Break), and others.

## REFERENCE LINKS

Major Lazer VR

<https://www.youtube.com/watch?v=0F18t727t4o>

Telemundo

[https://youtu.be/eo\\_VA8VPEWU](https://youtu.be/eo_VA8VPEWU)

Playboy Mansion

<https://youtu.be/RuMBtq34xAc>