

Robert Worley Campaign Concepts & Positioning Lines

"We Don't Rest Until You Do."

Campaign concept for leading provider of Comprehensive sleep medicine services

"Opportunity Never Sleeps."

Campaign theme targeting hospital administrators and respiratory physicians for the development of sleep medicine centers

"Beyond Worry Is Freedom."

Campaign theme targeting IT managers for security consulting services

"Challenge Every Risk."

Positioning line for IT security consulting company

"Building Equity for Everyone."

Campaign theme for state housing tax credit fund developer

"Leading People To Better Health."

Campaign concept for regional hospital

"Human Need Knows No End."

Annual report theme for a not-for-profit hospital under threat of privatization

"Your Home Makes Quite An Impression. Our Job Is To Keep It That Way."

Promotional campaign for carpet and upholstery treatment service

"Turn Tax Time into Tee Time."

Tax preparation campaign for CPA firm in an exclusive golf resort community

"Plan. Prepare. Prosper."

Overall campaign for CPA firm specializing in small businesses and personal accounts

"Follow The Thread."

Positioning theme for web-based, health information systems company

"The Higher Power Breakfast."

Positioning theme for a men's ministry breakfast series

"It's Cool to be Back in Business in Days, not Months."

Campaign concept for supplier of emergency industrial water cooler towers

"Influenza. Outfluenza."

Flu shot campaign theme for hospital

"Build Something Special."

Campaign concept for condo renovator

"Enriching Youthful Lives."

Positioning for a golf tournament benefiting trouble children

"Choose Wisely. We Did."

Merger campaign theme for hospitals forming a new health care system

"Legends of Peachtree."

Promotional campaign for Acura Dealer Association and The Peachtree Road Race

Robert Worley Campaign Management Highlights

"Miles Ahead. Minutes Away."

Transitional image campaign for a radical hospital redesign

— TV, Radio, Print, Outdoor, Transit

"Moving Experiences. Miles Ahead. Minutes Away."

Introductory campaign for complete Emergency Center overhaul

— Radio, Print, Outdoor, Transit, Parade

"Redi. Set. Go."

Introductory campaign for RediMed emergency center.

— Radio, Outdoor, Direct Mail

"Uncommon Vision."

Introductory campaign for progressive food technology company

— Trade Print Ads, High-end Brochure & Trade Booth

"For Excellence in Cardiac Care, We're the Heart of the City."

Heart Center campaign for a major downtown hospital

— TV, Print

