

## **2017 Nurses Week**

**Objective:** RTG Medical wanted to show appreciation during national Nurses Week to their traveling medical professionals.

**Execution:** This year's direct mail gift was a branded Blender bottle filled with healthy treats, beverage mixes, stylus pens, and a phone cleaner. Each bottle also came with an appreciation card that also directed them to nominate a hardworking nurse on Facebook.

As a second part of the appreciation campaign, RTG Medical asked for nominations of deserving nurses through targeted Facebook ads as well. The nominees were then entered to win a pair of wireless earbuds valued over \$80.

**Results:** The healthy "on-the-go theme" was a huge hit with the traveling staff, and the number of people showing public appreciation on social media to their recruiters tripled from previous years. Highlights included mentions and tags on Facebook, Instagram, and even a Snapchat story sent to one recruiter.

The social media "nominate a nurse" campaign received 1,160 engagements on Facebook and 47 total entries.