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Marketing Project for The Urology Group Captures Gold Addy Award

CINCINNATI (March 2, 2015) – A marketing project for The Urology Group recently received a 2015 Gold Addy award from the American Advertising Federation’s Cincinnati chapter. Created and executed by Forza Marketing, the “More Party, Less Potty” campaign earned the top prize in the Non-Traditional marketing category.

The project required an unusual approach because many people would rather not discuss bladder problems – even though a majority of both men and women experience those issues sometime in their lives. The goal: catch people “in the moment” when they’re most likely to stress about overactive bladders.

The solution: wrap the portable toilets at the 2014 Taste of Cincinnati festival with a message from The Urology Group. The design covered the exterior and resembled an outhouse, but in an eye-catching shade of purple. The message encouraged attendees to address bladder issues so they could enjoy “More Party, Less Potty.”

With more than half a million attendees sampling food and drink, the festival provided an outstanding opportunity to gain exposure for bladder control issues and The Urology Group in a high-traffic zone – the restroom line.



“Our primary marketing goal is to continue educating the public about bladder issues and urologic health,” said Earl L. Walz, CEO of The Urology Group. “We appreciate the recognition – and the creativity consistently displayed by our marketing agency – and look forward to building on that success in the coming year.”

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About The Urology Group

The Urology Group is one of the largest single specialty groups of urologists in the United States, with 38 physicians on staff. The Urology Group provides medical and surgical care for all diseases of the urinary tract in men and women and the genital tract of men. Headquartered in Cincinnati, Ohio, with a 55,000-square foot advanced care facility, the group includes practices extending from Northern Kentucky to Middletown, Ohio, and from Southeastern Indiana to Adams County, Ohio.