

'Thriller' Creative Nets Silver Davey Award for Austin's MDS Advertising, and Won More Healthcare-Industry Client Business

MDS used an unconventional approach, recasting classic film imagery to thrill its clients and grab audience attention, along with earning a creative advertising industry award.

AUSTIN, Texas, June 28 (SEND2PRESS NEWSWIRE) – In tough economic times, advertising dollars are held more tightly than gold. So it's newsworthy when a company not only invests, but takes risks, to promote its business. Now MDS Advertising (www.mdsadvertising.com), an Austin ad agency, is winning the confidence of ROI-conscious companies with breakthrough creative that's returning more than its weight in results-it already earned an industry award.

"MDS Advertising stands out from the rest, right from the start," says David Hubbard, the agency's executive vice president and creative director. "We wrap the campaign in a concept, first," says Hubbard.

MDS Advertising recently tested its approach on a medical-billing services client.

Revenue Cycle Inc (revenuecycleinc.com), together with its subsidiary RC Billing (rcbilling.com), provide products and services to help radiation and oncology professionals understand changing federal regulations, and implement the latest medical billing rules and best practices.

RC Billing President Sally Eggleston explains the business challenge, noting, "Too often healthcare providers miss opportunities to bill for services because they don't fully understand the rules. Or they've lost revenue because they weren't in compliance with a regulation."

"That's why it was so important for us to get the word out... before and during the conference," Eggleston adds.

Hubbard and the MDS team presented a daring concept, using dramatic poster artwork from the classic zombie film Night of the Living Dead as the basis for its creative campaign.

Ron DiGiaimo, president and chief executive officer of Revenue Cycle Inc recalls, "I was skeptical at first but MDS encouraged us to step outside our comfort zone."

Hubbard explains, "We chose classic scary imagery to capture the underlying anxiety that billing-services providers feel about annual coding regulations

that govern radiation and oncology billing practices ... then used it in a fun way. It's unexpected."

Also unexpected was an advertising industry accolade. MDS Advertising won a 2009 International Academy of the Visual Arts (IAVA) Davey Award for its creative advertising work on the Revenue Cycle Inc/RC Billing campaign. The award recognizes the campaign's "Save Yourself from the Beast" campaign which launched prior to the 33rd American Society for Therapeutic Radiology and Oncology (ASTRO) conference.

Revenue Cycle Inc and RC Billing recently exhibited and presented seminars at the ASTRO conference, the 26th Annual Meeting of the Society for Radiation Oncology Administrators (SROA), and the American Society of Radiologic Technologists (ASRT) 2009 conference.

About the award-winning campaign, RC Billing's Eggleston observes, "It was really fresh and exciting; We loved it. But more importantly, attendees loved it. They'd come up to our exhibit booths talking about it."

Revenue Cycle Inc experienced high-volume traffic at its ASTRO, SROA, and ASRT exhibit booths, reported increased workshop attendance, and received positive feedback from conference attendees, as well as surprising praise from the conference organizer.

DiGiaimo credits the MDS approach with the campaign's success. "Now I'm thankful to my team that we moved forward [with the campaign]," DiGiaimo says.

The Silver Davey Award win adds to MDS Advertising's impressive mantle of industry accolades spanning three ADDY awards, nine Hermes Creative awards, eight Summit Creative awards, ten Telly Awards, and now six Silver Davey awards.

About MDS Advertising:

MDS Advertising is an award winning, full service agency that works closely with each client to create imaginative, breakthrough, and sustainable advertising solutions. Need inspiration? MDS energized GreanGrid Solar's plan to empower homeowners with solar energy (www.greangridsolar.com). Now Austinites-and one day people nationwide-can shout "Go green!" from their sun-soaking rooftops.

MDS brought eTrueBenefits (www.etruebenefits.com) to life online as an urgent remedy to rising healthcare and prescription costs. Next they'll be pumping fresh oxygen into the current Web site for Foundation Strategies Inc, the eTrueBenefits parent company, which provides mainstay employee benefits services. And in Spring 2010, MDS leveraged its architectural photography expertise to snap-up a real estate photography and project management gig capturing the essence of "Camden Living" for 133 Camden Property Trust properties nationwide (www.camdenliving.com).

For more information, visit www.mdsadvertising.com.

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