

1. Landing Page

Headline

Say hello to 2021 and welcome a healthier you.

Intro Copy

Welcome to 2021. A chance for fresh starts and new beginnings. A time for looking ahead, not back. To a year filled with hope and possibility. Joy and celebrations. Time with family and friends (and not in front of a video camera). Hugs. Happiness. Health.

A time to make a resolution – together. A chance to protect our health. To be our best selves and live our best lives. Let's embrace 2021 together.

What's on your health plan this year?

An Open Letter to 2021

[Placeholder for videos]

Health Categories

Be Prepared

When it comes to staying healthy, we all need a little help now and then – whether it's getting your annual physical, staying on top of vaccinations or taking control of chronic conditions. And it all starts with your family doctor, providing complete healthcare for all ages, from one to one hundred. Your family doctors are there when you need them – helping you stay healthy and treating you when an injury or illness occurs. So, make an appointment today or, if you need to find a physician, we can help with that too.

[Find a Family Doctor](#)

[Find a Pediatrician](#)

Get Active (Note: included links to some specific services thinking they may be helpful; feel free to remove)

Been missing that [Pilates](#) class? Need a little help with [eating better](#)? Maybe you've been considering a [personal trainer](#). Or perhaps you just need to work out a few kinks with some [massage therapy](#). We've got you covered. After all, fitness is the new medicine.

Learn more:

[Beacon Health & Fitness](#)

Get Screened

Routine screenings such as mammography, colonoscopy and dermatology/skin cancer checks play a major role in ensuring your long-term health and well-being. Early detection leads to early treatment – and that can save lives.

Whether you're at higher risk for certain conditions or it's time for your routine screening, don't put it off. Take action now to protect your health.

Learn more about screening options:

CTA: [Mammography](#)

CTA: [Colonoscopy](#)

CTA: [Dermatology & Skin Cancer Screenings](#)

Get Involved

As we all look ahead to better times in 2021, there are still so many who could use a helping hand. Give the valuable gift of your time, and experience the reward of helping others in need.

[Find Volunteer Opportunities](#)

Stay Informed

Have health-related questions? Experiencing symptoms and want to get more information? As part of the Mayo Clinic Care Network, Beacon is able to offer full access to the Mayo Clinic health library – with helpful information right at your fingertips.

[Visit the Library](#)

Food for Life: Eat Healthy

Whether you're a foodie, or you just want some fresh ideas for simple recipes that will help keep you feeling your best, we've got some great options for you! Search by your favorite ingredients or just scroll through for some inspiration.

[Find Recipes](#)

Stay Connected

Beacon Health System is here for you and your family, with everything you need to stay on top of your health – right here at home. We connect you with the care you need to be your very best.

So, stay in touch! Sign up for emails, our weekly newsletter – or both – and receive the health and wellness information that really matters to you and your family.

[Email Updates](#)

Newsletter Sign-Up [\[link?\]](#)

2. Paid Ad Copy

Static Ads:

Two versions of copy for someone's first time potentially seeing the campaign. Our designer will be creating graphic treatments or pulling images for these, and they will link to the landing page.

Version 1: Looking Forward

Primary Text

Dear 2021... you're just what we were waiting for. A chance to get back to family, community and better health. We can't wait!

Headline

Let's look forward together

Description

An open letter to 2021

CTA: Get Started

Version 2: Moving Forward

Primary Text

Dear 2021: We're ready to move forward. Connecting more, setting goals, taking better care of ourselves – more hopeful than ever.

Headline

Moving Forward Toward a Healthy Year

Description

An open letter to 2021

CTA: Go Forward

Video Ads:

For someone's first time potentially seeing the campaign. These will link either directly to the videos or to the landing page (not sure if that has been decided – **Jordan can confirm**) **NOTE: Treated these as though they were linking to video. Can change CTA as needed.**

Version 1: Looking Forward

Primary Text

Hope. Optimism. Let's find them again. 2021 is here and we're ready – to find joy and make a fresh start. Let's do this!

Headline

What Are You Looking Forward To?

Description

Let's get there together.

CTA: Watch Now

Version 2: Moving Forward**Primary Text**

2021 is here. Let's put the past behind us and move forward. Let's find ourselves again – and take care of each other.

Headline

Are You Ready to Get Moving?

Description

Let's get there together.

CTA: Watch Now

Static Retargeting:

Another version of copy for someone who has already seen the ads, so, we would want this copy to be the most different. [NOTE: Wasn't clear if these linked to LP or Videos. Can change CTA if needed.]

Version 1: Looking Forward**Primary Text**

What are you looking forward to this year? From time with family to making a fresh start on your health – find your goals.

Headline

New Beginnings Start Here

Description

Say hello to 2021 again

CTA: Get Started

Version 2: Moving Forward

Primary Text

Hey there 2021. We've been waiting for you – and we're ready to get moving. Fresh air. Fresh starts. New goals. Better health.

Headline

Let's Start Now. Let's Get Moving.

Description

Get back to better health

CTA: Let's Go

3. Organic Post Copy

Hey 2021, it's us. We've been waiting for you and we're ready. Ready to move ahead, be healthy, reconnect. You represent new beginnings – the fresh start we so desperately needed. And now, we're looking forward. To a chance to get back our goals, our community, ourselves. And we can't wait...

CTA: Watch Now