

KKH Visual Management System

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BACKGROUND

- There are several departments who owned advertisement spaces within the hospital which were all in varying sizes and marketed at different advertisement rates. There was no consistency in the pricing of these advertisement spaces.
- Vendors do not have an overview of all the available advertisement spaces and the rates in the hospital as they are engaged by the respective departments who own the advertisement spaces.
- As the departments work on a silo basis, there is no opportunity for cross-selling of advertisement spaces.
- The visual display areas had a mix of A3 and A4 sized posters. This made it difficult for departments who wished to print publicity educational posters for display.

AIM

- The visual display management system aims to better manage and control all publicity materials displayed in the hospital.
- There would be a stronger brand positioning and recall with alignment and consistency of messages displayed throughout the KKH Campus.

METHODOLOGY

1. The spaces for displaying publicity materials were identified:

Public Areas

Patient Education Centre
Pharmacy
Visitor Lifts
Auditorium

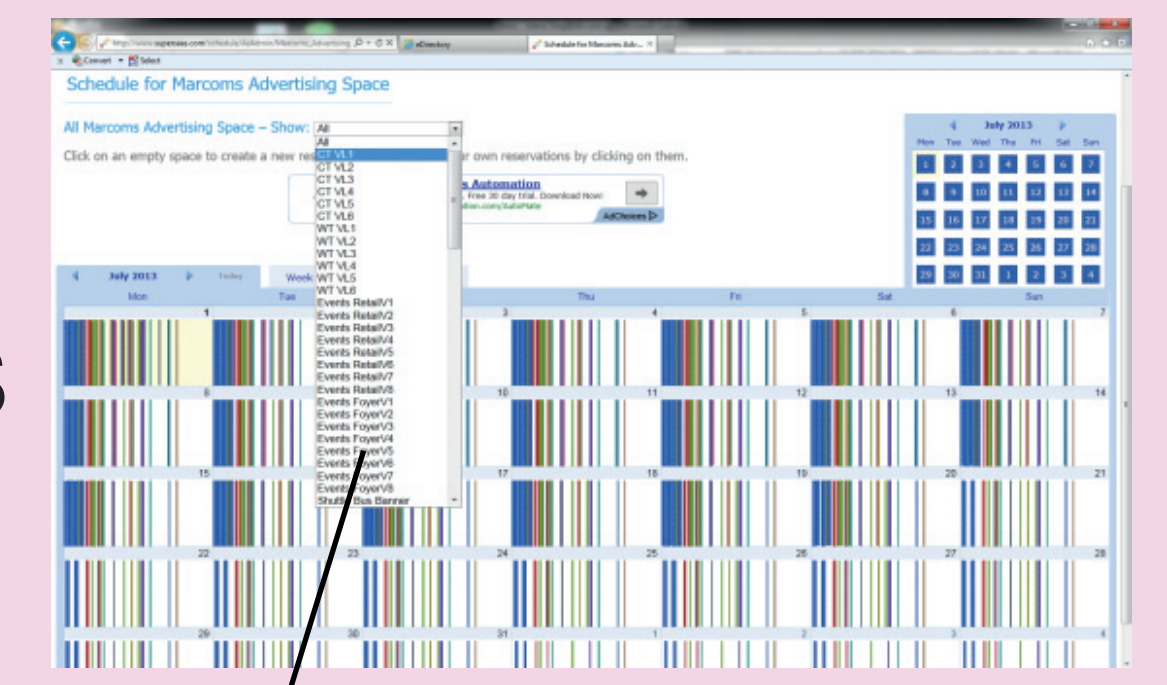
Staff Areas

Staff Lift lobby
Executive Offices

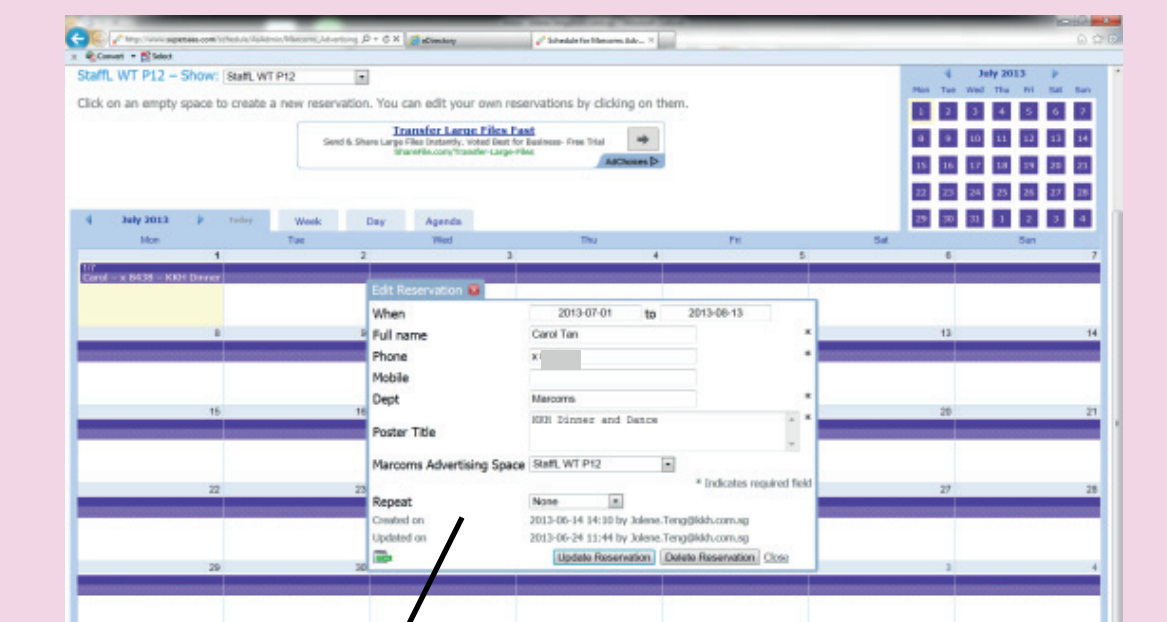
2. All poster are standardised to A3 size for consistency and better visual management.
3. We used a simple-to-use free online tool - SuperSAAS system and customised it to input existing advertisement spaces and rates; and monitor the duration of the poster display at each allocated space.
4. Where there is free space, evergreen materials such as corporate campaigns and generic health messages will be put up for maximum publicity and exposure.

RESULTS

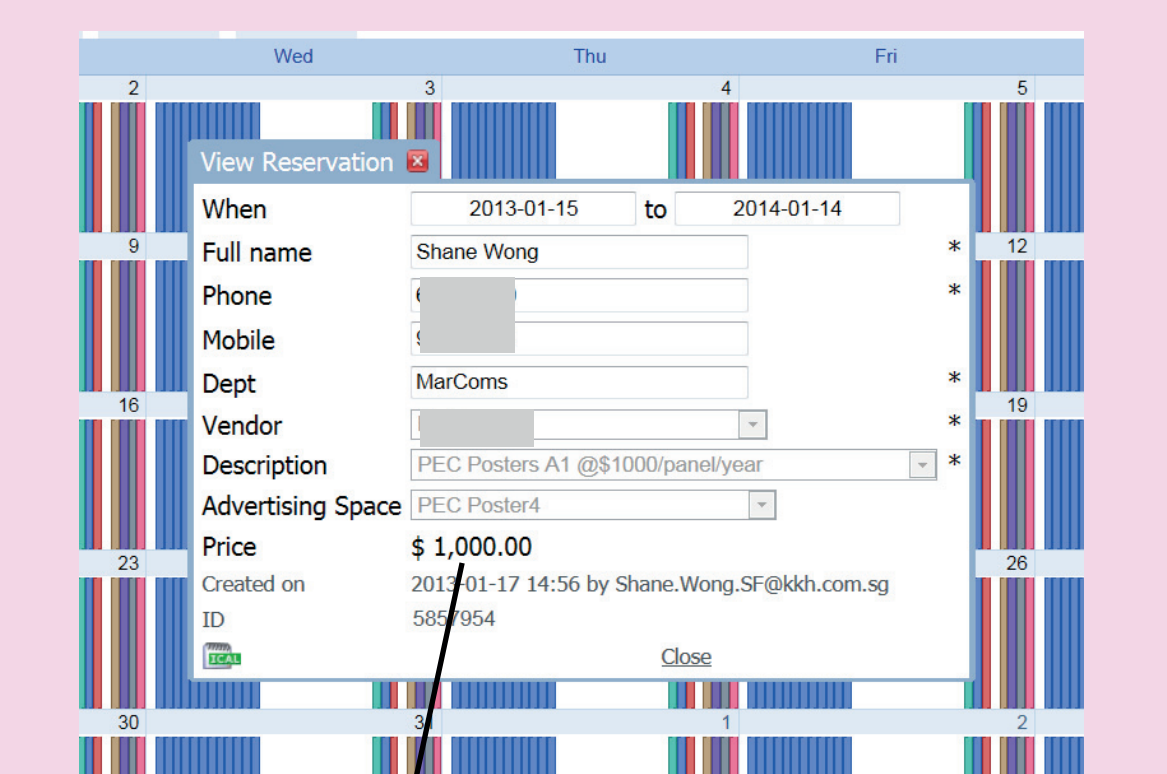
- With proper identification of each visual display space and the use of the SuperSAAS system, there is a systematic control over the publicity space allocation and duration of exposure.
- Lesser time and manpower is spent to manage the display intervals and provides forecast for long term planning of the space allocation.
- With the central system of managing visual spaces, more staff are aware of the space available and are able to utilise these spaces to reach out to a wider audience.
- The standardisation of poster size enhances the visual aesthetics and reduces clutter.



Poster locations with allocated numbers



Poster allocation can include requester details, poster title and duration of display



Paid advertisers can be better managed with consistent pricing

“Standardisation of posters to A3 has generally produced positive results. There is no delay in displaying the posters. Instructions are clear for patrol officers to follow. It has saved time. Most of our officers have adapted easily, happily and positively.”

~ Nasreen Shaikh, Admin Assistant, Security & Fire Safety

Poster Space Revamp at KKH Auditorium

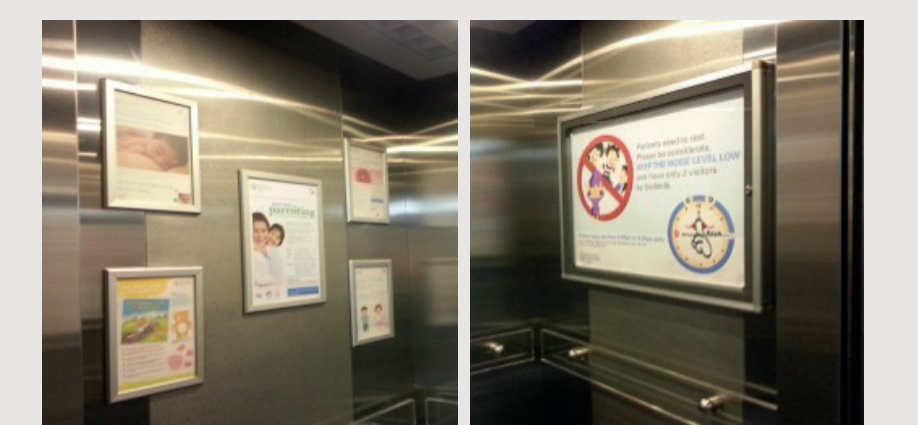


Before

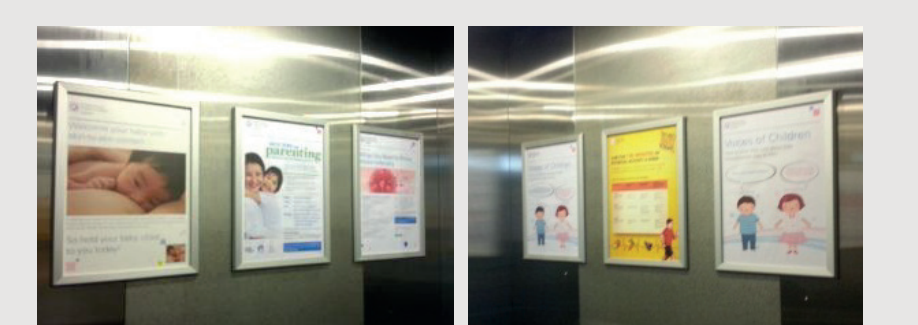


After

Poster Space Revamp in Visitor Lifts



Before



After

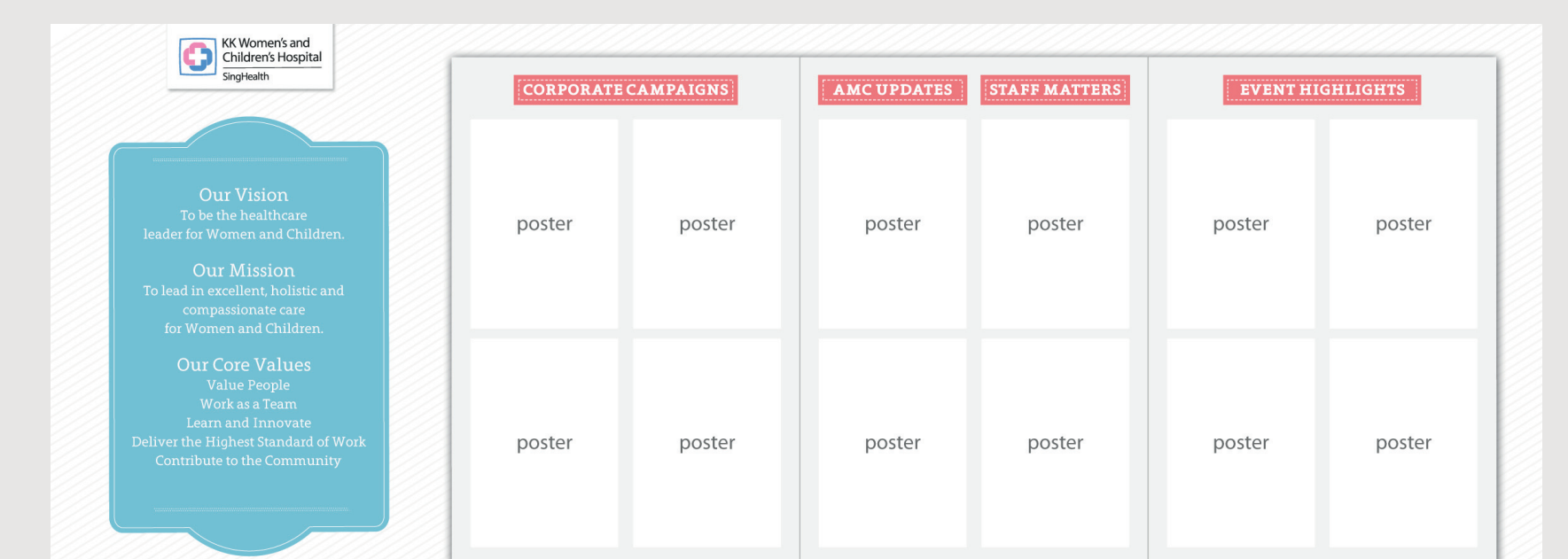
All posters are standardised to A3 size.

Poster Space Revamp at Staff Lift Lobby



Before

Old poster space



After

Posters were categorised with common headers for easy reference.

CONCLUSION

- The central management of all visual display spaces allows greater efficiency in the display of publicity materials.
- The visual display is now more streamlined and is able to draw attention better from our target audience.