



# How Wrecking Crew Media Helped Children's Hospital of Pittsburgh Foundation Boost Brand Awareness and Bolster its Fundraising Initiatives



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“Through compelling video, Wrecking Crew Media has been able to show what’s happening inside the hospital to the community outside. It’s helped us exponentially. Not only has it helped us build our brand, but it’s given people exposure to our services and the impact we’re having every day — which helps them understand the impact their financial support can make.”

**ANNA RADDER**

**Director of Marketing & Communications,  
Children's Hospital of Pittsburgh Foundation**

Children's Hospital of Pittsburgh Foundation is the fundraising arm of UPMC Children's Hospital of Pittsburgh. The foundation provides financial support for the hospital's mission and initiatives.

## HIGHLIGHTS

### Challenges

- Needed a full-service video production company to handle large-scale video projects
- Needed proactive partners who could conceptualize and produce highly compelling video with little direction
- Needed a video team who could operate efficiently and discreetly in a working hospital

### Solution

- A world-class, full-service video production company that specializes in all types of video content
- A highly talented, creative, and thoughtful team with the expertise to take any project from concept development to execution, no matter the location

### Results

- Ability to create large-scale video projects that increase brand awareness and drive higher fundraising numbers

## Challenges

# Finding a video team for large-scope projects who could take the ball and run

When Children's Hospital of Pittsburgh Foundation began their partnership with Wrecking Crew Media, they needed a video agency with the capabilities to tackle their large-scale video projects.

They already had a great videographer on staff who was successfully handling their smaller video projects, such as clinician interviews and footage of events and fundraisers. Yet there were times that the Foundations' fundraising and marketing initiatives required video work of a larger scope, such TV commercials, social media campaigns, and videos for larger events.

Anna Radder, the Foundation's director of marketing and communications, said that not only do these larger projects require more hands on deck, but they also call for a level of conceptualization and coordination that's often above and beyond the norm.

**“It's not uncommon that on these larger projects we're working with limited information,” Radder said. “Besides knowing what we're trying to accomplish, we're often starting the video creation process with almost nothing else. We really need a video partner who can help us with everything, from concept to creation.”**

Children's Hospital of Pittsburgh Foundation's video needs called for more than what an average video production house could provide. The best fit for them was a team that could not only get the job done well, but one who could drive the entire process from start to finish.



## Solution

# A full-service video production company with innovative concepts and world-class execution

Radder said the Foundation's previous marketing and communications director had tried out several video production companies before solidifying their partnership with Wrecking Crew — a partnership Radder's been happy to continue since taking over the directorship role.

She said there are several valuable benefits about the partnership, with the most notable being Wrecking Crew's consistency in delivering innovative and high-caliber video, often with little direction.

“I love that I can have a conversation with Wrecking Crew, tell them the goal of the video, and then watch them turn our random thoughts into strong and solid concepts,” Radder said.

One example of this was a campaign called Stories from Children's, in which Wrecking Crew conceptualized a video that showcased a collection of the hospital's patients and provided a glimpse into their stories and patient experiences. Through a social media campaign as well as spots for TV, Wrecking Crew's video work connected with potential donors, increased their awareness about the hospital experience, and set the stage for successful fundraising.

Radder said she was thrilled with the way the concept — and the campaign — played out.

“The campaign was unbelievably compelling,” Radder said. “It really highlighted the power of video. I can talk all I want about kids having heart surgery or going through precarious situations, but it's not until you see a video of a child in the hospital environment that you immediately feel their experience. It all becomes extremely real and human.”

Another benefit Radder values is Wrecking Crew's ability to lead and manage the entire process of video creation.

“Wrecking Crew handles it all — from writing an unbelievable script to mapping out the shoot to all of the execution. I’m never concerned about how it’s going to turn out — they do something amazing every time.”

Radder said she also appreciates the fact that Wrecking Crew brings their creative concepts to life in a way that’s respectful, sensitive, and knowledgeable of the environment they’re shooting in.

“They’re very professional and considerate — and sensitive to the fact that they’re not shooting on a set but in a working hospital,” **Radder said.** “They’re always cognizant of how they’re moving and where their equipment is. Plus, they’ve done a lot of work for UPMC and they understand the privacy rules around protecting patient information and what they can and can’t be shooting.”

All of these benefits about their partnership hasn’t just made Wrecking Crew great to work with, it’s also created some nice results.





## Results

# Increased brand awareness helps to bolster fundraising efforts and initiatives

Radder said the Foundation's ability to produce and promote high-caliber video has led to an increase in exposure for the brand, services, and impact of UPMC Children's Hospital — a crucial element in successful fundraising.

“**Wrecking Crew has really been able to translate what's happening in the hospital into video and help us show that to the community,” Radder said.** “Few people get the opportunity to see the inner workings of a children's hospital, or have seen the patients and what they go through. To have that show through video in a compelling way helps us exponentially. Not only has it helped us build our brand, but it's given people exposure to our services and the impact we're having every day — which helps them understand the impact their financial support can make.”

Radder noted that aligning with a video team who she can trust to consistently create fantastic work has also resulted in peace of mind.

“**In the world of marketing, you often need to have things created that you then have to show to your president or whomever you report to,” Radder said.** “You're never going to miss the mark with Wrecking Crew. I know that whatever they produce is going to be great, and that I'll be able to show their work and watch others be blown away by what they've created.”

As the Foundation's fundraising initiatives continue to grow and expand, the need for full-service video production will surely expand along with it. Fortunately, Wrecking Crew is at the ready.

“**No matter what project we give them, Wrecking Crew always thinks outside the box,” Radder said.** “Whenever we have a large-scope project, we love to bring in Wrecking Crew. We know they'll knock it out of the park every time.”



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that can build *your* business's  
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