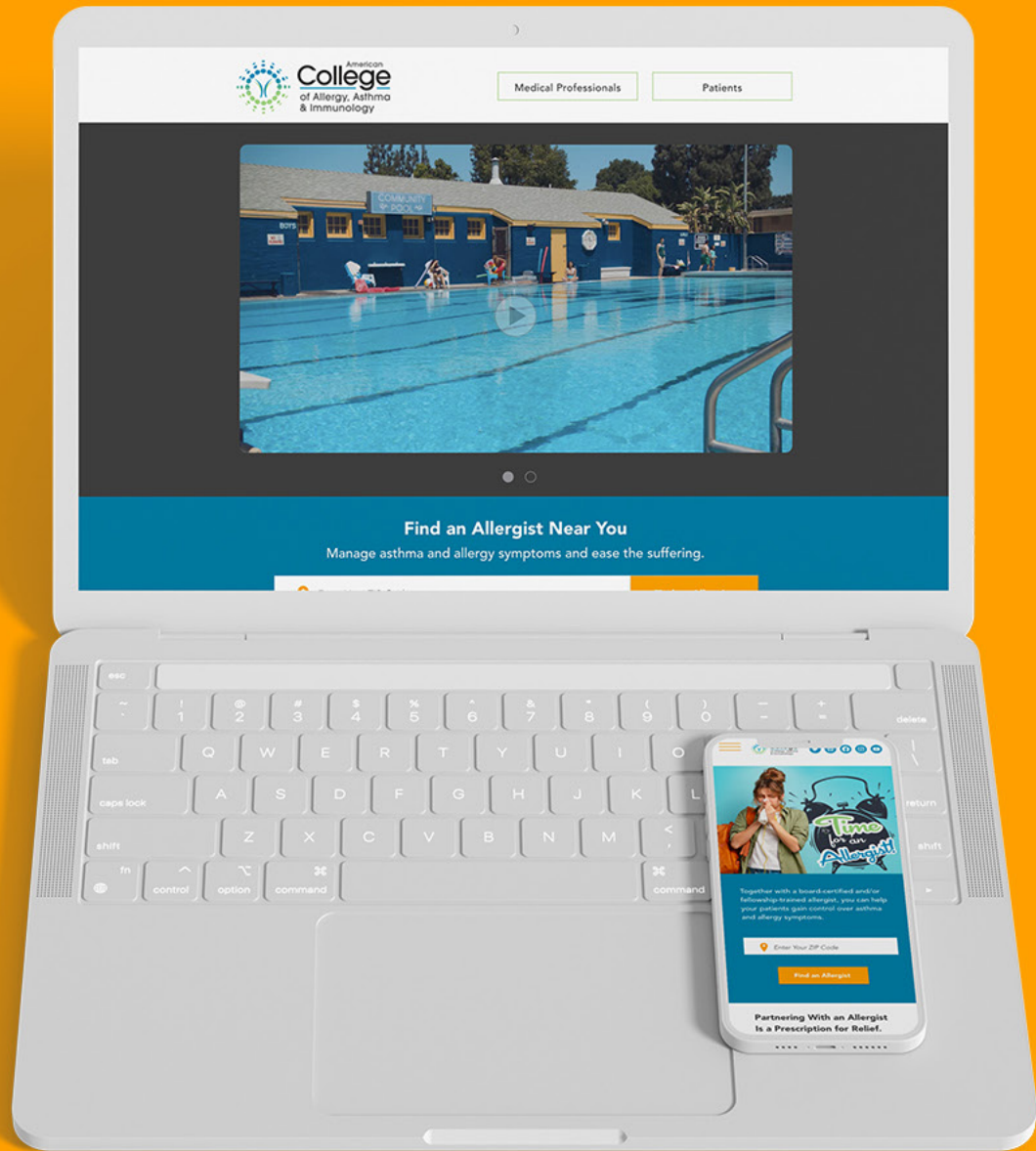
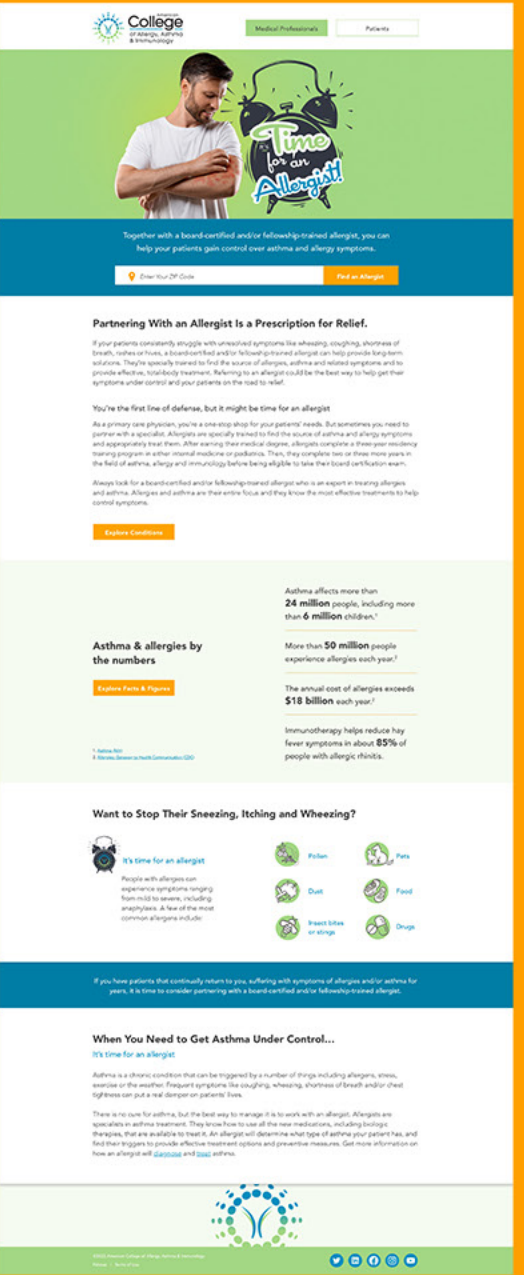
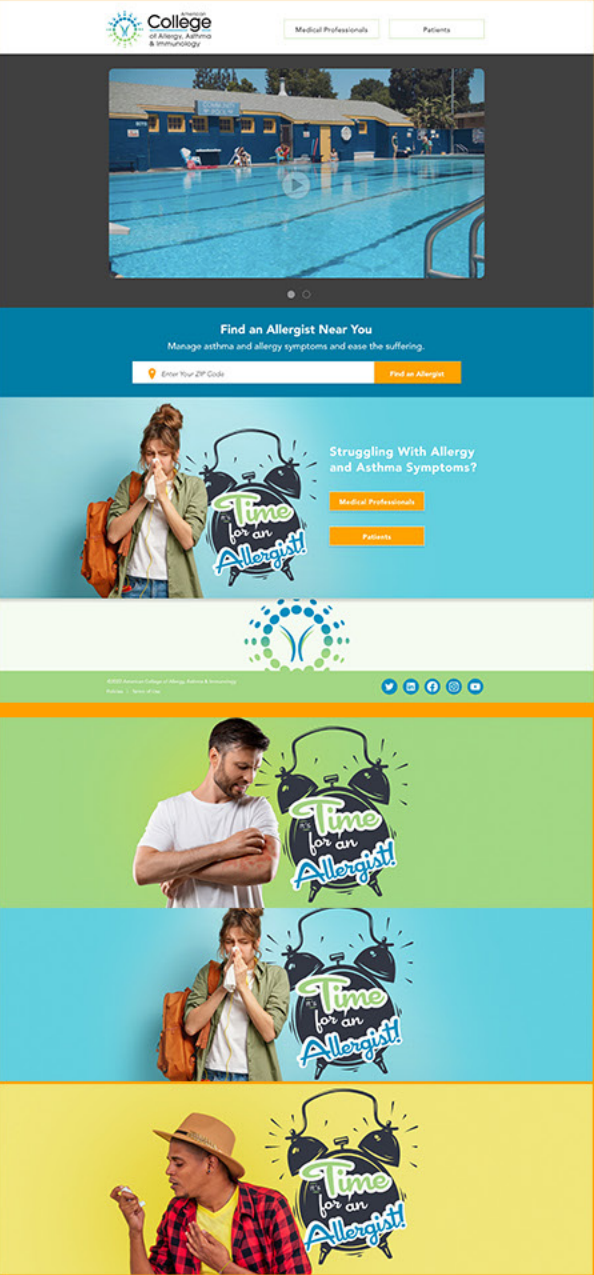


## American College of Allergy, Asthma, & Immunology AllergistFinder.com

**Our Challenge:** Anyone who has allergies or asthma knows how hard it is to get symptoms like wheezing, sneezing, or itching under control—even *after* seeing a doctor. Problem is, they're likely seeing the **WRONG** doctor. The American College of Allergy, Asthma & Immunology needed to raise awareness among both patients and their providers about the importance of seeing the **RIGHT** one—a board-certified, fellowship-trained allergist. Because when you're suffering from allergies and/or asthma, it's time for an allergist.



**AllergistFinder.com**



**Our Approach:** We developed a campaign-branded microsite to highlight the importance of referring allergy and asthma sufferers to board-certified allergists. The site showcased two videos starring John C. McGinley that we created to convince primary care providers and patients that, if you're wheezing, sneezing, or itching, it's time for an allergist. This simple, streamlined page did what it was intended to: it drove patients to allergists—in droves.

