



# PhilHealth Caraga's facade turns into marketing and promotional billboard

**T**he bustling location of the Regional office building of PhilHealth Regional Office (PRO)-Caraga along the National Highway of Agusan Del Norte, just a few kilometers away from the Butuan-Bancasi Airport in Brgy. Libertad Butuan City, Agusan Del Norte. This fast-paced district where the office building of PRO-Caraga is situated immediately attracts passers-by and motorists due to the informative sticker wrapped around the office façade.

The enormous sticker was designed in a way that catches the attention of people passing by the office. It is visually appealing and attractive and contains information regarding several programs and policies of PhilHealth such as Universal Health Care. The sticker shows the name of the program, its benefits, and how to enroll or participate in. The font is legible, and the colors are in

harmony with the logo and brand identity of the program. It likewise serves as a mark to indicate that the office building caters to PhilHealth clients and stakeholders.

By using the office facade as a billboard for marketing and promotions, the program gains more visibility and is more accessible to a broader audience. It also serves as a point of reference or discussion starters to both employees and visitors. In fact, the PRO-Caraga already assisted walk-in clients who had queries about the programs plastered on the office façade.

The informative sticker is a cost-effective and efficient way to spread the word about various programs and initiatives. It is an opportunity to enhance visibility, accessibility, and convenience for everyone and the Public Affairs Unit of PRO Caraga intends to contribute with the initiative to better inform members of PhilHealth benefits and services. ###