



[Former Health Insurance Ad Exec Joins MedMen](#)

20-Year Pro Brings Direct Response and Social Media Expertise to the Health Care Advertising Specialists

Online PR News â€“ 18-February-2014â€“ Southern California-based MedMen, health care advertising specialists boasting over two decades of medical marketing experience, has added former Blue Cross of California direct response advertising manager Jeff Campbell to its team.

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Campbell brings 20-plus years of direct response and social media expertise, along with a successful track record of developing strategic marketing programs for some of the most recognized managed care companies in the nation.

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"Jeff is uniquely qualified to assist us in creating effective DR strategies that offer an exceptional return on investment for health care advertisers," said MedMen creative director/ executive producer Mike Smith. "We're glad to have him aboard."

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A Health Care Advertising Non-Agency

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MedMen is not an ad agency. It's a health care advertising creative/production boutique, working alongside -- or apart from -- a client's current ad agency, on a project basis, at a fraction of the cost most agencies charge.

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With a focus on broadcast and video advertising "created by health care marketers, for health care marketers," Smith and his team boast a client list that includes Blue Cross and Blue Shields across the nation, Boston Scientific, Hoag Hospital, Edwards Lifesciences, Ziering Medical, UniCare, California Department of Health Services, Teva Pharmaceuticals, American Cancer Society, West Coast University, Talbert Medical Group, PacifiCare/Secure Horizons and more.

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TV, Radio, Video and Beyond

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MedMen offers expertise in:

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Strategic brand marketing

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Direct response advertising

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Social network marketing

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TV and radio campaigns

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Corporate, sales and training videos

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3D & 2D medical animation

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"We deliver fast, effective reliefâ€" from the pain of dull, overpriced health careâ€" advertising," Smith concludes.

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MedMen's staff has won numerous national, regional and local advertising awards on its way to producing hundreds of TV spots, radio commercials and videos. Visit them at med-men.com and <http://www.youtube.com/medmenbeardboy>.

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Call 714-734-0372 for more information.

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