

# EraserFarm

**FOR IMMEDIATE RELEASE**

## **ERASERFARM TEAMS WITH CENTRAL FLORIDA'S HEALTH FIRST**

*Creative Agency Expands its Strategy and Development Statewide*

**Tampa, Fla. (July 29, 2015)** - [Health First](#), a Brevard-based not-for-profit integrated delivery network, has engaged EraserFarm for brand positioning and strategy. The agency will be responsible for developing a creative strategy that blends across multiple platforms resulting in a cohesive brand campaign for the growing healthcare and wellness organization. The transformation is expected to launch in Winter 2015.

Although boutique in size, Tampa-based EraserFarm brings big agency experience and ideas to each of their campaigns. The partnership with Health First represents their first foray into the health/medical industry, and expands their reach across the state of Florida. It is another remarkable signing in the agency's young, but accomplished history.

"We couldn't be happier about our new partnership with Health First," stated Cindy Haynes, Managing Director and Partner of EraserFarm. "We're excited to combine our passion for strategy-based storytelling and their commitment to excellence in health and wellness. We are confident that our approach will result in a more cohesive and impactful consumer-focused brand perception."

Since 1995, Health First has continued to grow its footprint in Central Florida. It currently represents four hospitals, including Brevard's only Level II trauma center, more than 13 different outpatient services, as well as a wide selection of health insurance solutions. The new creative will aim to embody Health First's commitment to high quality customer-centered care.

EraserFarm's history of client successes and ability to develop creative that resonates with the consumer are at the heart of the firm's exciting trajectory of working with large-scale brands. The agency recently [completed a creative project with Pacific Life Insurance](#) that further reinforces their stance that it isn't the size of the agency, but the size of the idea, that brings ultimate success to any campaign.

### **About Health First**

Founded in 1995, Health First is Central Florida's only fully integrated delivery network (IDN) and employs more than 8,000 associates. The integrator of its IDN is Health First Health Plans offering a wide variety of health insurance options across Central Florida. In addition it operates four hospitals (Health First's Cape Canaveral Hospital, Health First's Holmes Regional Medical Center, Health First's Palm Bay Hospital and Health First's Viera Hospital) and is home to Brevard County's only Trauma Center. Health First Medical Group is the largest multi-specialty physician group on the Space Coast. Health First also offers numerous

outpatient and wellness services, including Health First Aging Services, four Health First Pro-Health & Fitness Centers and Home and Hospice care. Visit [www.health-first.org](http://www.health-first.org) for more information.

**About EraserFarm**

EraserFarm is a Tampa-based advertising agency whose mission is to cultivate breakthrough solutions that grow their clients' business. With a media-agnostic philosophy, the agency specializes in developing big ideas grounded in solid strategy that work across today's evolving channels. The agency is proud to have client partnerships with organizations such as the Strategic Property Partners, Kinney Fernandez & Boire P.A., Intrepid Powerboats, Carmel Kitchen and Wine Bar, and Safeguarding a Future for Africa's Elephants (S.A.F.E.).

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