

PURPLE NITRILE* Content Campaign

HALYARD* | Owens & Minor | 2025–2026

Role: Campaign Strategy, Content Development, Copywriting

Deliverables: 2 Blog Posts, 7 Social Posts (LinkedIn/Facebook), Campaign Strategy

The gap I identified

HALYARD* PURPLE NITRILE* Exam Gloves are one of Owens & Minor's top-selling product lines. Healthcare workers across the country know them by sight — the purple glove is practically its own brand. But when I looked at what content existed to support the product, almost everything was sales-facing: sell sheets, spec sheets, internal training materials. There was virtually nothing designed to reach the end user — the nurses, the oncology teams, the sterile processing techs who actually wear the gloves — through the channels where they consume content.

For a flagship product with 25+ years of market presence, that's a missed opportunity. The product had recognition but no content ecosystem. No blog content. No social presence. No way to tell the story of why PURPLE NITRILE* is different beyond a data sheet.

The strategy I built

I designed a two-part blog series with supporting social content, structured as a content funnel. The first piece would earn attention through storytelling. The second would convert that attention into product understanding. Social posts would drive traffic to both and extend the reach across HALYARD*'s LinkedIn and Facebook channels.

Blog 1: The history piece (awareness stage). "125 Years of Progress" traces the evolution of medical gloves from 1899 to today, anchored by the story of Caroline Hampton, RN — the surgical nurse who nearly quit her career because the available hand protection was destroying her skin. It's a narrative-driven piece backed by 10 footnoted sources from medical journals and institutions like the CDC, WHO, and Johns Hopkins. The HALYARD* product doesn't appear until the reader has spent most of the article learning something they didn't know. By the time PURPLE NITRILE* enters the story, the reader understands the 125-year problem it was built to solve. I worked with a subject matter expert on the clinical and historical details.

Blog 2: The product piece (consideration stage). "Three Gloves. Three Jobs. One Standard." covers the full PURPLE NITRILE* portfolio — the standard exam glove, PURPLE NITRILE-XTRA* for oncology and chemo handling, and PURPLE NITRILE* MAX for sterile processing. Rather than listing specs, each section is built around the person who uses that glove and the specific risks they face. An ER nurse pulling on gloves before a trauma case. An oncology nurse handling drugs that can cause cancer in the people who administer them. A sterile processing tech decontaminating instruments with chemicals strong enough to kill pathogens on metal. The

technical specs — AQL ratings, ASTM certifications, cuff lengths, fingertip thickness — are woven into those scenarios as evidence, not presented as bullet points.

Social posts: Traffic drivers with narrative hooks. Seven posts across two sets, designed for HALYARD*'s LinkedIn and Facebook channels. The Blog 1 social posts each tell a self-contained micro-story — Caroline Hampton's decision to quit, the decades when clinicians didn't wear gloves outside the OR, the moment latex allergies forced a rethink — with a link to the full article. The Blog 2 posts are built around the product portfolio and its legacy. Each post includes direction for image overlays and is structured to work as both organic content and paid promotion.

How the funnel works

The social posts create entry points. A clinician scrolling LinkedIn sees a post about the nurse who almost quit in 1899 and clicks through. Blog 1 earns their attention with a story and earns the right to introduce the product. The teaser at the end of Blog 1 bridges to Blog 2, where the reader finds the product information mapped to their specific role and clinical setting. The CTA at the end of Blog 2 drives to a sample request. It's a path from "I didn't know that" to "I want to try that" — and each piece does a different job along the way.

Why this project matters

This campaign didn't come from a brief. It came from recognizing that a flagship product had strong sales performance but almost no content presence outside of internal sales aids. I identified the gap, developed the strategy, wrote the content, and built the social amplification plan. It demonstrates the ability to think at the campaign level — not just writing individual pieces, but designing how they connect, where they live, and what each one is supposed to accomplish.

Attached: Blog 1 (DOCX) | Blog 2 (DOCX) | Blog 1 Social Posts (DOCX) | Blog 2 Social Posts (DOCX)