

CASE STUDY: Atlantic Health System

CHALLENGE

When the merger of Morristown Memorial, Overlook and Mountainside Hospitals was a “go” we were called upon to create the new Atlantic Health System branding and launch it publicly.

SOLUTION

We developed the corporate wave logo and “The Wave of the Future in Health Care” campaign theme. A co-branding strategy allowed the three hospitals to maintain their local identity as Atlantic Health System became familiar. Our graphic standards guide detailed proper usage. We created a breakthrough two-page spread ad and follow-up ads as well as radio, TV, outdoor and an innovative in-home promotion with the first color ad on the plastic home delivery bags for the **Star Ledger**.

RESULTS

Requests for information exceeded 1,000 in the first two months. The two-color introductory ad was voted “Best in Show” at the healthcare industry’s PeRCY Awards. We were awarded projects for Reproductive Endocrinology, Dialysis, Maternity, Physician Referral, Chest Pain Center, Orthopedics, and the Valerie Fund Children’s Center.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



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