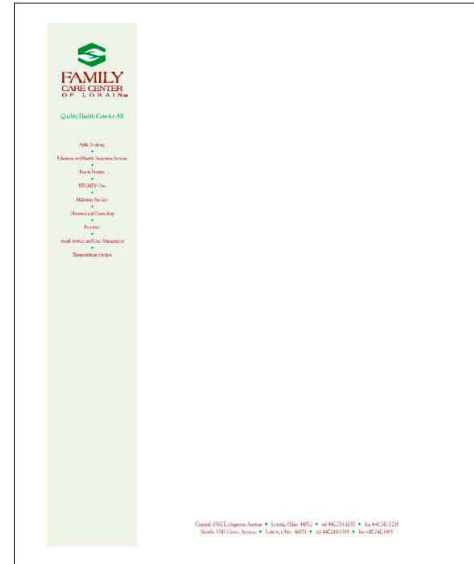


CASE STUDY

FAMILY CARE CENTER OF LORAIN

Rollout of New Brand Name



Client Situation:

Announce facility name change, service level changes, and new logo type. An integrated marketing communications program included media relations, community relations, public relations, and special event marketing with a major open house entitled "Giving Thanks to Our Community" that included health screenings, tours, a dedication and refreshments.

Tactics:

A well-timed communications campaign reached target audiences, including physicians, patients and affiliates of the Center through newspaper ads, letters, newspaper articles, radio interviews, posters and banners.

Results:

Attendance exceeded forecasted expectations. Transition to the new brand name was defined "successful."

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