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CONTACT:

Heather Woolford, gkv communications

ph: 410.234.2519

e-mail: heatherw@gkv.com

BEING SQUARE TAKES ON NEW MEANING FOR BALTIMORE

New Franklin Square marketing highlights advancements inside the Square

Baltimore, MD – gkv communications today announced the March 11 launch of a new comprehensive creative and branding campaign for Franklin Square Hospital Center.

Franklin Square features a variety of cutting-edge technology, brilliant medical teams and ground-breaking treatments not typically found at community hospitals. The new Cancer Institute features new therapies found in few places throughout the county, and Franklin Square's Emergency Room (ER) consistently is among the top three busiest ERs in Maryland.

Recent consumer research, however, showed that area consumers were not aware of the depth and varied nature of the services offered at Franklin Square.

“We needed a campaign that would communicate the great things happening at Franklin Square that would differentiate us from other hospitals, be easy for consumers to remember and work across all service lines,” said Carl Schindelar, president of Franklin Square.

As gkv's creative team began brainstorming creative strategies, the answer suddenly became clear, according to Chief Creative Officer and gkv Partner, Jeff Millman.

“The answer was so simple. It had been right in front of us and the consumers the entire time – a square. Look Inside The Square,” said Millman. “The square is an iconic symbol of who Franklin Square is and quickly will become meaningful to consumers regardless of whether the focal point of the ad is about a new piece of technology, a new treatment breakthrough or updates on the planned patient tower.”

Ultimately, the team used the square from the hospital name and the yellow from the MedStar Health System logo, of which Franklin Square is a member. As such, all marketing materials must include the MedStar logo and gkv strived to incorporate the logo in a manner that would not compete with the new look.

The themeline, Look Inside The Square, also doubles as the call to action encouraging consumers to log onto a new consumer microsite, www.LookInsideTheSquare.org, to learn more about the rotating focal points of the multi-month campaign.

Agency: gkv communications

Client: Franklin Square Hospital Center/MedStar Health

Strategy: The new campaign is designed to get consumers to recognize Franklin Square and gain awareness of the hospital's breadth of services and ongoing investment in technology, medical staff and facilities in an instantly recognizable manner.

The use of the yellow square and "Look Inside the Square" themeline is a simple, concise and yet welcoming invitation to look into the amazing things happening right now inside Franklin Square. It is a departure from most hospital advertising that matches the departure Franklin Square has made from a typical community hospital to a true regional resource.

But the use of a single iconic symbol to represent a variety of hospital services, technologies and medical doctors also poses a challenge for the call to action. Rather than promote brand awareness or encourage consumers to make an appointment, the call to action is to visit a new consumer microsite, www.LookInsideTheSquare.org to learn more about the topic in each ad. Every aspect of the campaign includes the yellow square and the Look Inside The Square URL.

In addition to designing the microsite, which features an animated image of a turning square thereby carrying through the branded iconic yellow square, gkv's interactive team also is conducting search engine marketing.

By covering all entry points via the Web, gkv is creating a cohesive campaign that resonates through both traditional and interactive mediums, making the user experience an easy and informative one.

Launch Summary: The first flight of the campaign breaks on March 11, 2007, and initially will focus on some of Franklin Square's newest service offerings:

- New hope offered by CyberKnife for some previously inoperable tumors
- Advantages of computer-assisted knee replacement surgery
- Faster route to breast cancer diagnosis

Themeline: Look Inside The Square

Mediums: Local network TV, Baltimore area daily and weekly newspapers, magazines, mass transit buses as well as the Franklin Square campus

Microsite: www.LookInsideTheSquare.org

Breaks: March 12 – consumer microsite
March 11 – print
March 12 – TV
March 12 – outdoor (bus backs)

About gkv

gkv is a 25-year-old full-service marketing firm specializing in helping Challenger Brands compete in hyper-competitive categories. With billings of more than \$121 million annually, gkv provides a complete range of communications services including creative development, graphic design, production, media planning and buying, interactive, community relations, identity development, research, public relations, direct marketing, crisis communications and social marketing. gkv's diverse international client roster includes companies in travel and tourism, snacks and beverages, financial services, health industries and cause marketing. The agency is headquartered at Tide Point, the renovated former Procter & Gamble plant in Baltimore, Md.

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