



News from SHC - St. Louis

National Advertising Campaign to Launch Oct. 22

For years now, we've referred to Shriners Hospitals for Children as the "best kept secret." Beginning Monday, Oct. 22, we'll be a secret no more as we embark on our first proactive national advertising campaign in our 85 year history. It's an exciting time for our organization, marked by a whole new marketing and communications strategy for the hospital system.

The Background

Building on the already strong foundation we have in our mission, vision and values, the new marketing strategy includes developing a "brand" for the system, comprised of one common language to use among all our hospitals, as well as a new visual design system. The new words and new look both honor the heritage of this solid organization, and give it a more modern image to help position ourselves stronger in a competitive marketplace.

The threefold goal of the campaign is to create more awareness about Shriners Hospitals, to drive more patients to our hospitals, and to increase the amount of donations both locally and nationally.

To accomplish this, Shriners Hospitals will become known as a "one-of-a-kind" pediatric specialty hospital system, dedicated to improving the lives of children. We'll be emphasizing our expertise as leaders in our field; our personalized care, and our caring and nurturing family-centered environment.

On Wednesday, Oct. 11, employees and volunteers at the St. Louis hospital learned about the brand in one of four "launch" celebrations during the day. Headquarters supplied the hospital with gift boxes for each employee, as well as a detailed presentation and supporting materials. Local staff members made the presentations to their coworkers, and asked everyone to become "ambassadors" of our new brand.

The marketing program includes a new visual design, built around the "Editorial Without Words" to reflect the wonderful things our hospital system stands for and honor the tradition and history of the fraternity's role in building this great philanthropy. The new logo appears at the top of the page, and the new "Silent Messenger" watermark appears beneath this text.

The Advertising

Begin watching for advertising on Oct. 22. Among the plans are television ads on the following networks: E!, HG-TV, TLC, Discovery and Food Network. Also planned are outdoor advertising through a partnership with Clear Channel, advertising on National Public Radio, as well as a full-page ad in *People* magazine.

Want to learn more?

Information for the fraternity should be coming soon from staff at headquarters, however, staff at the St. Louis hospital are also happy to introduce the new information to Shriners at temple functions and/or meetings. Please contact Tammy Robbins if you'd like to know more.

The New Logo

A large part of the new brand for Shriners Hospital is a new visual design for the entire system. We'll be making an effort to not only sound alike throughout the system, but also look alike, so that when people see something from Shriners Hospital - no matter what part of the country they're in - they'll recognize it. A big part of that is updating the "Editorial Without Words" logo.

The new logo appears at the top of this page. Because the "Editorial Without Words" has been a symbol of pride for our organization, it's important that we celebrate its legacy. The statue inspired the watermark you see as a background on this page, and supplied the direction for the new logo.

In the new logo, the original "Editorial Without Words" has been turned around to show that we are forward-facing and progressive.

The logo is universal, without faces and gender, to show that we are inclusive and timeless.

The heart shape of the Shriner with the child shows that the Shriners are always at the heart of our organization.

The arc, or circle, symbolizes that Shriners Hospitals is all embracing and unifying.

Finally, the fez has become more prominent in the logo to illustrate the role of the Shriners in the organization.

Overall, it pays homage to the heritage and history of our great organization.