

news release

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For Immediate Release

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The “Have You Heard” campaign for Harbor Hospital wins prestigious marketing award

The “Have You Heard” branding and marketing campaign tells patients about Harbor’s state-of-the-art care available right in the patient’s neighborhood.

Baltimore, MD, December 15, 2005 — Harbor Hospital won a Gold MarCom Creative Award for its “Have You Heard” branding and direct marketing campaign. The entire campaign consisted of several marketing components and was designed and produced by The Design Channel. TDC, a branding and integrated marketing communications company, has worked with Harbor Hospital on a project basis since 2003.

The MarCom Creative Award is part of The Communicator Awards, one of the largest, oldest and most respected competitions in the communication field. The MarCom Creative Awards recognize marketing and communication professionals involved in the concept, writing and design of marketing and communication programs.

“We’re excited to win the MarCom Award, which rewards the outstanding and on-point creative that we strive to achieve with every program,” said Channel account executive, Cory Farrugia. The “Have You Heard” campaign speaks to patients and physicians. While a majority of the pieces are targeted to patients covering new technologies and a variety of specialist care available to them, the campaign also targets physicians in the areas surrounding Harbor Hospital and its new center locations. The physician pieces create awareness and soften the market for referrals.

Harbor Hospital is a member of MedStar Health, a non-profit, community-based, healthcare organization with seven hospitals serving the Baltimore/Washington area. The group is one of the largest health care systems in the mid-atlantic region.

The Design Channel, with offices in Washington, DC and Baltimore, MD provides a full range of integrated services including branding, marketing and advertising, direct marketing, corporate communications, broadcast and interactive media.

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