

the design channel

the design channel, llc

news release

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For Immediate Release

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Value Options selects The Design Channel for branding assignment.

Agency to develop new positioning and brand strategy for managed care provider.

WASHINGTON, DC, February 6, 2009 –The Design Channel has been retained by Value Options® to build a new brand strategy for the managed care company, the agency announced today. The assignment will include stakeholder polling, external research, competitive brand benchmarking, positioning and tagline development to help grow market share in the highly competitive commercial, federal and public sectors. It is the first formal brand development work the company has undertaken in its 30-year history.

Value Options® (www.valueoptions.com) is the nation's largest independent behavioral health care company, providing services to more than 23 million individuals through contracts with state, county and federal agencies, health plans and employers. It specializes in management for all behavioral health issues, including mental health and chemical dependency diagnoses.

“We’re excited to be working with Value Options,” said David Franek, president of The Design Channel. “This is a very dynamic industry where change is constant, especially in the area of mental health. We’re looking forward to helping the company find a new voice that will enable it to better reach its constituencies and deliver its services to more people who need this care.”

With offices in Washington, DC and Baltimore, MD, The Design Channel (www.thedesignchannel.com) provides a full range of integrated services, including branding, marketing communications and advertising, broadcast and interactive media.

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