



## General Medical Clinics

### The ask

Time is precious. Anyone trying to fit a doctor's appointment into a busy work schedule will know that only too well. GenMed knew that too, so they brought doctors closer to where they are needed during the working week. For employees of corporate clients or private members based in London, this was a godsend. They asked us to create a two-step corporate campaign, developing an identity and promoting their brand values to the multiple channels that are the lifeblood of the healthcare industry.

### The task

First, we conceived an identity exuding professionalism, convenience and trustworthiness. We called it 'the continuum' as it portrayed the never-ending and frenetic pace of everyday life. This graphic also displayed a subtle outline of a heart. We then developed a strapline encompassing GenMed's core benefit – 'supporting your zest for life'. Once established, a corporate folder followed, designed to accommodate many different types of collateral, including healthcheck reports, new business proposals and third-party information. To ensure this symbolised the new identity, we insisted on strikingly visual effects, such as UV varnish and matt-laminated covers.

### The proof

Both the visual identity and the folder were very well received and we have been commissioned to produce further work including direct mail, a retail sub-brand (GP First) with its own suite of complementary consumer literature, and internal electronic documentation to ensure complete consistency of message at all levels.

**bentley  
holland**