

SILK PEARCE LAUNCHES 'OVA' MAGAZINE IN FIRST NATIONAL CAMPAIGN FOR FERTILITY CLINIC

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Branding and design consultancy Silk Pearce has been brought in by The London Women's Clinic (LWC) to develop a 48-page glossy, lifestyle magazine and a completely restructured website as part of an on-going national campaign to promote fertility treatment. This latest appointment follows LWC's acquisition of clinics in Darlington, Swansea and Cardiff and its intention to become UK brand leader by 2012 in the growing market for treating female and male fertility disorders.

Silk Pearce has also been briefed to develop new corporate literature, regional and national advertising, exhibition stands and promotional seminars as part of its expanded remit.

The consultancy's web team has redesigned www.londonwomensclinic.com into a national fertility treatment 'portal' enabling patients to see immediately what services are now available locally to them. The home page for the site promotes core services, such as egg-sharing or the donor bank, but with just one click visitors can link to a specific microsite to get further details and pricing for each treatment centre.

The launch issue of 'Ova' magazine continues the friendly, informative and engaging communications style that has become a hallmark of LWC's successful, popular approach. The magazine, which is



'Ova' magazine – designed by Silk Pearce for The London Women's Clinic





available from all clinics or by online request, has been specifically designed to include a mix of easy-to-read articles looking at the practical, legal or scientific issues around assisted conception and starting a family. Photographs of the medical and nursing staff, smiling and holding children, who were conceived with the clinic's support, are used throughout and as a constant reminder that everyone at the clinic is focused on helping individuals and couples to experience the joy of starting or extending their families.

"Silk Pearce was instrumental in helping us to successfully re-launch and promote our first treatment centre in Harley Street, just three years ago, so were the natural choice to advise on building our national branding. Everyone within the expanded group is delighted with the consultancy's ideas, considered approach and latest designs and believe they will significantly strengthen our national and international profiles, as well as delivering significant business growth," said Dr Kamal Ahuja, scientific and managing director of LWC.



LWC's first treatment centre in Harley Street

LWC's three new clinics will become regional hubs with extensive links to other specialist services and clinics and enabling patients to access the latest fertility treatments locally, rather than having to travel to London. Each new site has already been re-branded as LWC, drawing on the heritage of the London name and using the existing 'sperm and egg' logo. The clinic's distinctive corporate branding was first developed in 2005 when Silk Pearce was appointed to advise on branding and re-launching London's Bourne-Hallam Medical Centre and to make it instantly recognisable as a fertility treatment centre.

ABOUT THE LONDON WOMEN'S CLINIC

The London Women's Clinic (LWC) has been involved in fertility management since 1984. Members of the clinic's team were part of that first exciting wave of embryological research in Cambridge over 25





years ago when the first IVF baby was born.

The LWC was the first clinic to make IVF into an 'outpatient procedure' and pioneered the whole area of egg sharing, where a patient receives subsidised treatment in return for donating a proportion of collected eggs to a matched recipient. The clinic has also established Europe's largest sperm bank to cut the waiting time for donor/recipient matching from the UK average of 18 months to three months or less.

For further information please visit www.londonwomensclinic.com

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