

SILK PEARCE HELPS PROMOTE 'INSEMINAR' FOR FERTILITY TREATMENT

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Design and branding consultancy Silk Pearce is helping to promote a series of educational seminars at The London Women's Clinic (LWC) aimed at women considering fertility treatment. The first campaign for the Harley Street clinic kicks off with eye-catching posters, printed literature and advertisements running on London Underground trains and in London newspapers and magazines, as well as online.

The first 'inseminar' event – taking place on Saturday 20 October – is expected to draw in significant numbers of prospective parents, as well as healthcare professionals wanting to know more about the medical and legal aspects of treatment. The agenda covers the practicalities of donor insemination and egg sharing but also includes a keynote presentation from leading fertility law solicitor Natalie Gamble explaining the legal rights of parents, children and donors. The LWC is still the UK's only fertility clinic to offer professional legal advice as a standard part of its treatments.

Silk Pearce was briefed to create a campaign identity for these unique, free-to-attend events and to help raise awareness and drive up delegate registrations. The design team developed the catchy name 'inseminar', which has now been trademarked for use with all future open days and a visual style based on pink posters and clean, simple typography.

"Everyone at The London Women's Clinic is delighted with the latest wave of design work from Silk Pearce. We have held open days and events in the past but this is the first time we have branded them and developed a specific promotional campaign. Delegate registrations are already ahead of



London Women's Clinic 'Inseminar' poster



target and we are looking forward to rolling out the concept to our other clinics in Darlington, Swansea and Cardiff,” said Dr Kamal Ahuja, scientific and managing director of LWC.

Silk Pearce was first appointed in 2005 when the Bourne-Hallam Medical Centre was renamed and re-branded as The LWC. The consultancy’s design team came up with an illustrative new logo, where the O in London and the apostrophe in women’s are representative of an egg and sperm and an open, informal design style. For example, londonwomensclinic.com includes professional profiles of the medical and nursing team as expected but also pictures of them holding children who have been conceived via the clinic.



London Women’s Clinic logo designed by Silk Pearce

The LWC has long been regarded as the leading UK fertility clinic for donor insemination services, and was one of the first clinics to offer the service to single women and lesbian couples when few others were brave enough to do so. The clinic has also championed egg sharing and the active recruitment of sperm donors to help accelerate the process of donor/recipient matching. The aim being to make it as easy as possible for women to start a family, once they have made the decision to do so.

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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