

ABG&R Merger



Client

Aintree University Hospital NHS Foundation Trust & The Royal Liverpool and Broadgreen University Hospitals NHS Trust.

Challenge

Inform and encourage the public to have their say on the proposed merger of Aintree University Hospital NHS Foundation Trust & The Royal Liverpool and Broadgreen University Hospitals NHS Trust.

Solution

apt. worked with the trusts to visually represent the consultation for the merger of the two trusts into one. They wanted a concept that would appeal to the broad demographic and convey the benefits of the trusts becoming one trust.

We had a very tight timescale so we created some simple visuals sticking closely to the NHS brand guidelines and reflecting the diverse nature of the services provided by these 2 trusts.

Working closely with the comms teams we produced a campaign reach of 35,000 items including: an A5 booklet, posters, roller banners, vinyl banners, fliers and a social media toolkit for the comms team to use...in 3 days!

Category:

Campaigns Creative Design Health Sector Illustration

Date:

May 2019

Tags:

Campaign graphic design NHS NHS Branding