

St. Mary's Hospital in Passaic Unveils New Advertising Campaign

Passaic, NJ (April 2008) -- St. Mary's Hospital in Passaic, NJ is unveiling a new advertising campaign to help reinvigorate its image.

After a series of hospital bankruptcies and closures in the area, St. Mary's became the sole hospital in the city of Passaic in 2007. In the process, St. Mary's established a new home-base at the former Passaic Beth Israel/General Hospital Center facility on Boulevard.



Patricia Peterson, President and CEO of St. Mary's Hospital states, "we needed an advertising campaign to let people know that St. Mary's survived these tumultuous times and that the Hospital was still here to serve the healthcare needs of the community." She added, "an integral part of the campaign was updating our logo and tagline to reflect these recent changes and to communicate our values."

Input was gathered from trustees, medical and nursing staff, employees and administrators and, perhaps most significantly, from the Hospital's sponsors, the Sisters of Charity of Saint Elizabeth at Convent Station, NJ.

"A logo is an extremely valuable commodity for most corporations," says Vanessa Warner, who spearheaded the project as the Director of Public Relations and Marketing, "but for St. Mary's Hospital, the logo was more than that – it was a sacred image. So we had to approach the project with a great deal of respect and prudence in addition to the usual strategy and planning."

The new logo and tagline were created to communicate St. Mary's holistic approach to serving the needs of the community. As a Catholic hospital, St. Mary's wanted to communicate that it offers not just excellent medical expertise and technology, but also an approach to patient care that is characterized by a deep respect for humanity and true compassion. The logo and tagline is now more modern and engaging, but still very clearly represents a Catholic-based institution and mission.

Before unveiling the new logo and tagline, it was shared internally with the Hospital team as part of St. Mary's new Service Excellence Initiative, a hospital-wide program focusing on the delivery of high quality in every aspect of patient care. "This is our first year as the 'new' St. Mary's Hospital and it is imperative that the entire team come together with one cohesive identity and one shared goal," continued Mrs. Peterson. "Having a new logo and "team motto" is vital to that process."

The campaign was executed by Princeton Communications Group (PCG). “Advertising agencies all understand strategy, of course,” says Ms. Warner, “but PCG really had to grasp the ‘spirit’ guiding the strategy for this project, too – a bit ephemeral, it’s true, but critical to the success of this project. It really required an especially sensitive and respectful approach. Plus, they were very smart in how they were able to help us stretch our relatively small budget for maximum impact.”

The print ad campaign broke the week of March 25, 2008 with full page black and white ad in all the major local newspapers, targeted weekly papers, and select Catholic publications as well. A thirty second cable TV commercial began airing the week April 1, 2008 with spots on local feeds of national networks including CNN, Lifetime, The Learning Channel, TNT, Food Network, A&E, History Channel, Hallmark, National Geographic, Oxygen and Biography, as well as NJ News 12.

St. Mary’s Hospital is the primary provider of quality healthcare to the Passaic and Bergen communities, as well as to areas of Essex and Hudson Counties. It is a non-profit acute care hospital offering a broad range of health care services and community outreach programs. St. Mary’s Hospital is a Center of Excellence for Cardiology, Oncology, Behavioral Health, and Women and Children Services. The Hospital has 307 beds, over 550 physicians and employs approximately 1,600 New Jersey residents. St. Mary’s Hospital is sponsored by the Sisters of Charity of Saint Elizabeth, Convent Station, NJ.

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