

Katie Henriksen Copywriting

COLLATERAL COPY

CLIENT: **Methodist Women's Hospital**

JOB: **MWH More Than Babies Ad**

½ PAGE AD HEADLINE:

## **More Than Babies at Methodist Women's Hospital**

BODY COPY:

From baby planners to baby boomers, our focus on women's health is expanding as we open Methodist Women's Hospital in June. Each year, more and more women are finding that when it comes to their health, Methodist is the hospital that truly understands the meaning of care. From a full range of gynecological services for women of all ages, to specialized care for sexual assault survivors and expectant moms, you'll find it all at our new medical campus. With a brand new hospital and adjacent medical offices, we've brought everything together to provide you with the best in women's health care, all in one convenient location.

Gynecological Services

Counseling Services

Menopause Services

Reproductive Health

Birthing Services

Mammography

CALLOUT COPY:

**Explore the new home for women's health: [methodistforwomen.org](http://methodistforwomen.org)**

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MANDATORIES:

Methodist Women's Hospital (logo)

The meaning of care.<sup>SM</sup>

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Magnet (logo)

Spirit of Women logo and callout (Proud to be a member of <Spirit of Women logo> devoted to helping women lead healthier lives.)

Methodist Hospital (logo)