

# Keen

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## Bumrungrad International

Creating 'A World of care'.  
Propelling Thailand's leading  
medical enterprise to the world  
stage.



### Overview

Bumrungrad Hospital's Group Marketing Director approached Keen with a significant problem. Not only was the look and feel of its identity aging, the organization was now much more than just a hospital.

### The Challenge

Bumrungrad Hospital faced a challenge. The quality of its medical care was too high. Its expertise attracted 950,000 patients in 2004, over 350,000 of which were from abroad. Bumrungrad had evolved – diversified from a hospital caring for the local Thai community to a leading global healthcare brand active in sectors across the healthcare industry.

Bumrungrad Hospital's problem was not its standard of care; it was its name and out-of-date branding. Bumrungrad had grown into more than just a hospital, but its logo and creative identity failed to reflect the organization's evolution.

### The Solution

A new creative identity. Bumrungrad International launched in March 2005 with a new logo, a new name, a new tagline and a new graphic identity – all developed by Keen in close collaboration with the medical company's marketing department.

Keen envisioned the rebranding as more of a brand evolution – a chance to elevate the brand to reflect a changing product and a changing business landscape (a growing market for medical tourism). Keen's creative team capitalized on Bumrungrad's strength and reputation, while reflecting its current global character and dynamic growth.

The updated brand retains the name 'Bumrungrad', which means 'caring for the community', but adds the word 'International' to illustrate that the company now brings the same level of care to the global community. The new tagline, 'A World of Care' embodies this international positioning while also conveying a sense of warmth and caring.

Brand roll-out included advertising, 20 specialty centre brochures, a general marketing brochure, international patient brochure, and a vast number of additional items – from ambulance liveries to promotional signage to pharmaceutical bags. Making the most of Keen's digital design expertise, the digital team adapted the new identity to multimedia, the internet and television.

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