

## HUB STRATEGY & COMMUNICATION LAUNCHES AN INTEGRATED CAMPAIGN FOR STANFORD CHILDREN'S HEALTH'S OPENING OF THE NEW LUCILE PACKARD CHILDREN'S HOSPITAL.

**SAN FRANCISCO, CA – JANUARY 11, 2018 –**

Hub Strategy and Communication is launching a new campaign for the opening of the massive expansion of the Lucile Packard Children's Hospital Stanford. The new building more than doubles the size of the children's hospital campus, making it one of the world's most technologically advanced, environmentally sustainable and family-friendly children's hospitals.

"The campaign will be both local and national, and consist of TV, podcasts, out-of-home, transit takeovers, print and digital, as well as sponsored content partnerships with the New York Times and The Atlantic Magazine," said Les Lifter, CMO of Stanford Children's Health. "It's the biggest campaign we've ever done."

The campaign asks the question, "How do you build the best hospital in the world?" and then goes on to answer that question, touting some of the features that make the hospital special. Things like hybrid suites so surgery and medical imaging can be done in the same room, which can turn what used to be multiple surgeries into just one; 3.5 acres of gardens and green space; art and sculptures of nature at every turn make the hallways and patient rooms feel less like a hospital and more like a natural history museum. And a carbon footprint that Stanford Children's Health describes as "kid-sized."

"Every single detail has been so thoroughly thought out, and they are all aimed at one thing: helping kids heal faster," said DJ O'Neil, founder of Hub. "It's been humbling to get to sit on the sidelines and watch what the Stanford Children's Health team has built."

The account has been led by Hub Strategy & Communication Founder/Creative Director D.J. O'Neil and Creative Director Jason Rothman, with account leads Jessica D'Elia and Valerie Nerio.

### **ABOUT HUB STRATEGY & COMMUNICATION**

[Hub Strategy & Communication](#) is an integrated advertising, design and production company located in San Francisco's historic Presidio district. Hub's unique business model combines a core group of full-time employees with a network of over 100 senior-level freelance creative specialists, managed by Hub's creative directors. Hub works across every conceivable medium, and has won hundreds of local, national and international creative awards in just about all of them for clients like the Oakland Athletics, Blue Shield of California, the University of San Francisco, Dropcam, the 49ers, Nike and more.

### **CONTACT**

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### **LINKS TO CAMPAIGN CREATIVE:**

- TV spots from the campaign on YouTube:
  - ".:30 General Anthem" <https://youtu.be/SpOS3BLsQ1c>
  - "Tech VR" <https://youtu.be/QXCWVpPX8Ns>
  - "Healing Power of Nature" <https://youtu.be/5Lppln9Rltw>
  - "Sustainability" <https://youtu.be/2VZ6gX4uaB0>
  
- Print & OOH ads from the campaign on Box:
  - <https://hubsanfrancisco.box.com/s/m5d7zo2rgkpgs2rqj2oju6ezg4oht13v>