

Mt Alvernia  
Maternity Ward  
Campaign

## **Concept 1: Hero**

Parents nurture, love and provide for their child.  
So to a child their parents are everything.  
Many of them look up their parents and see them as an example.

In this concept we want to Congratulate and Welcome the parents to parenthood and also highlight the fact that with the impending pregnancy and the birth of their little ones on some days they might get surprised and come home to a huge mess.

That is the reality of parenthood.

But we also want to remind them that if they look deeper, it is simply because their children love them, idolise them and want to be just like them.

Cos they are their heroes.

“I want to dress up and look pretty.. Just like mom.”

“I want to bake a delicious cake... Just like mom.”

**It is a feel good concept that depicts reality while aiming to tug at the parents' heart strings.**



Can they want to be just like  
**YOU**

Some days you'll find  
 your make up  
**MISSING**

**WELCOME TO PARENTHOOD.**

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*Save all with Love*



Can they want to be just like  
**YOU**

Some days you'll  
 come home to  
**MESS**

**WELCOME TO PARENTHOOD.**

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*Save all with Love*

Option A

**Some Days You' ll Come Home To Mess.  
Cos They Want To Be Just Like You.**

Option B

**Some Days You' ll Find Your Makeup Missing.  
Cos They Want To Be Just Like You.**

Body copy:

Your journey to becoming their hero begins here at Mount Alvernia. Having a baby can be stressful, we help make it easier by providing you with a range of services including prenatal classes, breastfeeding consultation and newborn care. Our comprehensive range of maternity packages can be customised to suit your unique needs to ensure that your stay with us will be fuss-free and comfortable while you embrace your new bundle of joy.

## **Concept 2: Nursery Rhymes/Job of a Lifetime**

Parenthood is a full time job and when with it comes with many new responsibilities and duties and you have to push your own limits.

Also because they love you, your children can be very forgiving.

Even if you sing off pitch or you can't draw very well.  
Your kids will still be happy when spend time with them.

With this concept we want to highlight to these Parents-to-Be that Parenting is **a lifetime commitment** and every day can be a surprise so long as they remember to **spend time** with their children and **shower them with lots of love.**

**And this journey begins at Mount Alvernia.**



Option A

**Slaying Dragons, Singing Rhymes And Making Up Bedtime Stories.  
You' ll Soon Have To Add That To Your Resume.**

Option B

**They Will Clap Even If You Sing Off-key.**

Body copy:

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Having a baby can be stressful, we help make it easier by providing you with a range of services including prenatal classes, breastfeeding consultation and newborn care. Our comprehensive range of maternity packages can be customised to suit your unique needs to ensure that your stay with us will be fuss-free and comfortable while you embrace your new bundle of joy.