



## Vital Branding | The Menninger Clinic

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### **CHALLENGE**

Menninger, a nationally renowned 110-year brand and leader in the treatment of serious mental illness, struggled to convey the importance of their brand and needed to strengthen their marketing efforts and media coverage.

### **OBJECTIVE**

We were tasked with positioning Menninger for acquisition through a communications plan, events, training, and board management.

### **APPROACH**

Pierpont managed the media, event planning, media launch and roll-out activities in collaboration with Menninger, Baylor and Methodist marketing and management teams.

### **RESULTS**

Through Pierpont's work, the Clinic formed a partnership with Baylor College of Medicine and The Methodist Hospital, eventually resulting in The Menninger Clinic being moved from Topeka, Kansas to Houston, Texas (including the Clinic transporting its patients to Houston via private jet). The result was wide media coverage locally as well a front-page article in *The New York Times*.