

● **PROFILE ALTERING:** River Medical Group is investing €500,000 in a high-profile marketing campaign to launch its first cosmetic surgery clinic in Dublin.

Using the tagline "Uncompromising One to One Care", the campaign is part of the group's strategy of encouraging better regulation and accountability of the overall cosmetic surgery industry in Ireland. Agency First Advertising devised the print and radio campaign, while brand specialists Newworld Associates devised the overall brand strategy for the group, as well as its corporate identity.