

# Velo to launch landmark Harrison's campaign for McGraw-Hill Education

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London – McGraw-Hill Education, one of the biggest global education publishers, has appointed London-based full-service agency, Velo, to launch its best-selling title, Harrison's Principles of Internal Medicine, 20th edition.

The major campaign, launching in July 2018, will focus on celebrating Harrison's Principles of Internal Medicine, described as the world's most trusted medical textbook, in its landmark 20th edition year. Promoted globally under a tagline of "Master Modern Medicine", the landmark campaign delivered by Velo will run for a minimum of six months and include a range of print and digital media.

Velo will deliver a full-service, global campaign; from planning and messaging development, creative execution across all channels including a Marketo-based landing page, eCRM programme and targeted social advertising to engage international sales teams, distributors, the channel and the end customer to buy Harrison's 20th edition.

Eleanor Pike, Head of Global Marketing Programmes at McGraw-Hill Education

"Having worked with Velo on our campaigns across EMEA, I was confident that they could deliver an integrated campaign for us. With Velo, we've had the opportunity to trial a number of things for this launch Harrison's that McGraw-Hill has never done before."

Amanda Peck, Executive Director of Marketing at McGraw-Hill Professional

"I was looking for an agency that could deliver a compelling, innovative and cutting-edge campaign and Velo rose to challenge, so I knew that they were the right choice for a campaign of this size, scale and significance."

Paul Crabtree, Managing Director at Velo

"A great company in McGraw-Hill Education, and a great brand in Harrison's, is the perfect canvas to stretch our team's talents and show what we can do. We're looking forward to working with Ellie and the International team to deliver great results".

The "Master Modern Medicine" campaign goes live in July 2018 and will run at least until the end of the year. (<http://harrisonsim.com>)

About McGraw-Hill Education, [www.mheducation.com](http://www.mheducation.com)

McGraw-Hill Education is a learning science company that delivers personalized learning experiences that help students, parents, educators and professionals drive results. McGraw-Hill Education has offices

across North America, India, China, Europe, the Middle East and South America, and makes its learning solutions available in more than 60 languages. Visit us at [mheducation.com](http://mheducation.com)

About Velo, [www.velomarketing.co.uk](http://www.velomarketing.co.uk)

Velo is a London-based independent marketing agency. Established in 2010, they deliver our best work to the biggest professional services companies, the best businesses in education and the brightest in the performing arts. Clients include Babcock, Cisco, McGraw-Hill Education, JLL, London Symphony Orchestra, RADA and the University of Surrey.

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