

Simkovich Cranial Institute

Problem

How can Simkovich Cranial Institute create brand awareness in an unknown industry?

Solution

By concentrating ads in local high traffic areas.

Background

Simkovich wanted to inform the Pittsburgh public about their business. With little known about head injuries, concussions, and CTE, Simkovich wanted to promote their expertise in this burgeoning healthcare category.

Objective

Head injuries can happen to anybody so there is no specific demographic. Simkovich wanted to hit the mass public to attract as many people as possible.

Strategy

Simkovich wanted to start small due to their budget. They contracted a bulletin on the PA Turnpike for a year. The thought process was the Turnpike is a heavily traveled road by Pittsburghers and people from all over the state. After rapid results, they soon expanded to transit shelters in the Robinson area.

Plan Details

Markets: Pittsburgh

Flight Dates: Bulletin started May 28, 2018 / Transit shelter started July 2, 2018

OOH Formats: Bulletin, bus shelters

Budget: under \$10,000

Results

Simkovich reported, "What I can state is that we made our 2018 ROI in 5 months of the annual campaign. We incorporated a field on intake forms to track source of referral for all new patients, and that is how the figure was derived."

