



OOH Case Study

Smile Design Dentistry

Problem

How can Smile Design Dentistry gain name recognition in newly expanded locations?

Solution

By creating out of home that is both directional and provides exclusive offers.

Background

Smile Design Dentists needed to increase the number of appointments booked by new patients and get name recognition within the local community. They have several office sites in Orlando and Tampa and have recently opened additional locations. Letting the public know that they were located right in their neighborhood and offered affordable dentistry choices for patients of all ages was important.

Objective

The main objective was to make the local communities know where the dental offices were located and to encourage new patients to make an appointment.

Strategy

The out of home team worked with the client to choose strategic locations that would bring awareness to each specific dental office. The creative message was kept simple and advertised a special geared toward new patients. Because dentistry can be expensive, a special low rate was promoted to let people know not only where they were located nearby but they were also affordable. Directional copy with an arrow was used where locations were more difficult to find. The name was clearly displayed to promote the brand so that a potential patient could use the website to discover additional details about Smile Design and the services they offered.

Plan Details

Markets: Tampa, Orlando

Flight Dates: April 1, 2019 - September 5, 2019

OOH Formats Used: Bulletins

Target Audience: HHI < \$50K

Audience TRPs: 130

Total Impressions: 1,552,379 million

Results

Overall web activity increased by 20% since the billboard locations were posted. Smile Design Dentistry has experienced increased new patient appointments as a direct result of their out of home campaign.

“We have not only seen a 20% increase in overall web activity, but we have seen an increase in appointments booked from new patients who have mentioned that they constantly drive by our billboards,” Smile Design Marketing Director.

