

## Thurman Orthodontics

### Problem

How do you stand out in a saturated market full of orthodontists?

### Solution

By utilizing an OOH campaign to target potential new clients with an orthodontics deal that would make anyone smile.

### Background

Thurman Orthodontics is a young company of three years. It is challenged by a saturated market full of orthodontists. The company has roughly 150 competitors in the Fresno market.

Thurman Orthodontics' goal was to create a campaign in which it could attract new patients.

The team prides itself on offering more than just smiles, but also cutting-edge orthodontic technology with an exciting ambiance that is attractive to adults and adolescents. This office is young, fresh, and in tune with social media.



### Objective

The overall objective for Thurman Orthodontics was to increase its new patient base to have a revolving client list. The team wanted to target adults ages 25-54 in the Fresno market. The company had a very hip brand, and the target age group could relate to its brand by capitalizing on the logo, which resembles social media sites such as Twitter and Facebook.

### Strategy

Utilizing a poster program throughout town, the campaign rotated to eight different locations every four weeks, averaging upwards of 550,000 impressions weekly and targeting the adult target population of 25-54. One simple creative execution offered a \$99/month price point for braces or Invisalign, which was a major competitive advantage.

### Plan Details

**Markets:** Fresno, CA

#### Flight Dates/OOH Formats:

- 1 Poster
- 8 Rotating Locations
- Flight: September 12 - December 15, 2016
- Target: 25-54 age group, near Businesses, Schools, and Residential areas
- Second 12 Week Schedule was added with Geofencing around their locations and competitors

**Budget:** \$10,000 and over

### Results

Thurman Orthodontics has seen a huge increase in new patients from its poster campaign. The company is offering \$99/a month special, which makes this campaign easy to track. From the start of the campaign until the end of December, the company has booked 40 new patients and more than half have resulted in a sale, with more new patient appointments booked and not yet seen. With an average price for braces of \$5k, Thurman has added an estimated \$100k in additional sales in a

short four month advertising period. The mobile component has shown above average response as well, with an average CTR of 5.32 percent, total of 644 clicks, and 123,000 impression buy. The poster campaign generated 551 TRPs with a frequency of 9.6. Thurman Orthodontics reached 3.5 million targeted impressions through this campaign.