

Dr. Wax Orthopedics

Problem

How does a dental office build brand awareness of its services?

Solution

Craft unique OOH creative to cause excitement and raise awareness about the company.

Background

The copy was created to cause excitement and awareness during the Halloween time frame. Creating a design that would not only capture the audiences' attention, but build awareness of a relatively new dental office, Dr. Wax.

Objective

Dr. Wax has a dental office located in a relatively small town just outside of the Flint Metro area. The office wanted to target adults 18+ on major freeways within a 5-10 mile radius, in order to increase its patient volume.

Strategy

It was recommended that Dr. Wax utilize a rotary bulletin plan and incorporate 2 different designs. Time frame was for 6 4-week periods.

Plan Details

Markets: Flint, Michigan

Flight Dates: November 2015 - April 2016

OOH Formats Used: 14'X48' Rotary Bulletin

Target Audience: Adults 18+

Budget: This client had a very smaller budget and felt that they could make a strong impact with out of home using creative that grabs the attention.

Results

Results were strong enough to bring about awareness of the name: Dr. Wax!

