

Allied Veterinary Emergency Hospital

Background

Allied Veterinary Emergency Hospital offers supplementary service to primary veterinarian care by providing a 24/7 operation. Most of Allied's business is generated through referrals from other vet offices, but they also offer consumers walk-in and by-appointment service. The challenge was to grow their client base by advertising they were open 24/7 but to not appear to be aggressively competing with traditional vet office services.



Objective

The objective was to brand the Allied veterinarian practice as an extension beyond the current care pet owners already have, in the event of an emergency or if their primary veterinary office wasn't available. The campaign was also designed to create awareness that Allied has Tallahassee's only board-certified emergency veterinarian, Dr. Mitch Potter.



Strategy

People from Tallahassee like locally owned and small businesses. This particular office is owned by a local resident who has three children in the school system, sponsors many local events, and even coaches several baseball teams.

The first step was to brand Dr. Potter with his business. A photographer took headshots of him and his staff for the out of home campaign. And this personal approach was carried over to their social media platforms and website rather than using stock photos. This campaign branded Dr. Mitch Potter as Tallahassee's emergency veterinarian. A mix of OOH formats were used to ensure the reach and frequency of the target audience by using Geopath data.

Plan Details

Market: Tallahassee, FL

Flight Dates: March 12, 2020 - July 1, 2020

OOH Formats: Tri-Visions, Digital Boards

Total Impressions: 150,000

Budget: \$10,000 and over

Tri-visions launched with the headshot of the Dr. Potter and a simple message. Next, a digital was added in a high traffic area that also has a high income, where people are more inclined to spend money on their pets. Using a digital board during the pandemic enabled the art to be easily changed from a design with the Allied logo and "Tallahassee Strong" message to art with cats and dogs wearing masks reflecting the current pandemic.

Results

Allied Emergency Veterinarian Hospital generated \$1.4 million in revenue the six months before the pandemic hit (August 2020-February 2021). Allied increased revenue to \$2 million during the campaign from March 2021 to August 2021 by using OOH to achieve their objectives.