



# Auburn Family Sedation & Implant Dentistry

## challenge

*"Wanted - New Patients!"*

*The Key Marketing Challenge for Auburn Family Dentistry is to get new patients from Northeast Indiana. The opportunity identified is that Dr. Painter is the only dentist in Northeast Indiana who has an Indiana Sedation Permit. The target market is those avoiding dental work because of their fear of visiting the dentist."*

## ACTION steps

### The Plan

#### Testimonials!

The strategy was to use patient testimonials telling of their fear of dental work and their wonderful experience at Auburn Family Denistry. We added the tagline "Auburn Family Denistry - where we make beautiful smiles while you sleep".



*Following a discussion and utilizing a scheduling strategy to maximize Dr. Painter's exposure to the WOWO audience, we agreed to a campaign that would achieve enough Frequency and Reach to show a significant increase. Auburn Family Dentistry stepped out in faith that there was validity in the numbers and approved moving forward with a long-term commitment.*

## Performance

### Client Wins - Radio Works!

*Auburn Family Dentistry is very pleased with the results. Since the onset of the new targeted campaign, Auburn Family Dentistry agrees that it is working! Recently, Dr. Painter gave a testimonial to a new, potential client endorsing the fact that WOWO radio works!*