

TESTIMONIAL DC Dental Spa



“We have received 25 new patient calls per month due to the Diorama ads.”

OUTFRONT Media's vibrant backlit Dioramas allow DC Dental Spa to increase awareness and reach a large commuter audience of potential patients 2 times a day over 20+ times a month.

“It was a successful program! The rail platform Dioramas have provided a lot of new patients for us! Thank you!”

Dr. Rex Hoang, DMD, PC
President & Dentist, DC Dental Spa

Audience

General Market

Media Mix

Dioramas

Market

Washington DC

Objective

To increase new patients at their existing location and introduce their new office.

Rationale

Utilized targeted rail platform Diorama locations surrounding the DC Dental Spas to familiarize the community with their locations and introduce a new patient special to create buzz and increase new patients.