

# TESTIMONIAL Thurman Orthodontics



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**“This is exactly the type of creative and campaign we were looking for.”**

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Thurman orthodontics has seen a huge increase in new patients from their poster campaign. From the start of his campaign until the end of Dec, he has booked 40 new patients and more than half have resulted in a sale. Average price of braces is \$5k estimating \$100k in additional sales, in a short 4 month advertising period.

The mobile component has shown above Avg. response as well. Avg. CTR is 5.32% With a total of 644 clicks, for his 123k impression buy.

This campaign generated 551 TRP's with a frequency of 9.6, making sure to leave an imprint on his target audience.

## **Audience**

Adults 25-54

## **Objective**

Increase new client business by targeting adults 25-54.

## **Media Mix**

Poster Rotation

## **Rationale**

Campaign would include 8 poster units rotating every 4 weeks to new locations targeting different traffic patterns near businesses, schools and residential areas ensuring a direct target to 25-54 yr olds.

## **Market**

Fresno