

Cross-channel Marketing, Rebranding & Messaging

Client: Brewer Dental Center

Industry: Healthcare

Opportunity

The Brewer Dental Center (BDC) practice has been in Billings for generations and as such, is one of the most well-known in the community. BDC wasn't looking to increase name recognition or to generally market its presence, rather, BDC leaders recognized what they needed to do was change the way people *felt* about the practice.

Actions

BDC reached out to Kinetic to assist with a brand refresh and messaging campaign. Our team began by working to understand current perceptions about the practice and the different needs of its audiences. We then developed and executed the strategic messaging of the "Just for You" campaign, which specifically targeted those people who harbor a tangible fear of going to the dentist as well as identified a variety of other key barriers that would-be patients were facing, such as convenience and the need for financial options. We addressed them head-on.

We provided BDC with a comprehensive rebrand while retaining the brand equity and an integrated cross-channel marketing campaign, which involved managing the refreshed brand's exposure across social media, mobile apps, automated email, mailers and billboards. We also provided video, custom photography and designed a new, upleveled website that reinforced the new messaging while focusing on user experience and SEO capabilities.



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OLD LOGO



NEW LOGO



Results

Since implementing the “Just for You” campaign, BDC has seen an increase in both new patients as well as improved retention and reengagement of past patients. Additionally, BDC has effectively repositioned its dentistry business by updating the overall look, feel and energy of the business —reframing and replacing community members’ past and long-standing perceptions.

