

DECKER x AD CLUB CT
AWARDS ENTRY
POSTERS | SINGLE POSTER

in-chair
reviews
at
mendota
heights
family
dental



POSTERS | SINGLE
Mendota Heights Family Dental

**“I ike oing ooo tah
entist nohw”**

Dental care is a tough industry to stand out in. Shiny teeth and headlines about smiles. Well, to reach a younger audience and drive new patient appointments, we teamed up with Mendota Heights Family Dental to stand out in a saturated market.

Patients love Mendota Heights Family Dental so much, they just can't wait to tell everyone. Like, the instruments are still in their mouths.

In-Chair Reviews emerged as a cut-through messaging insight that led to some head-turning creative work. With effective social, OOH, and print posters, this campaign resulted in a spike of new patient sign-ups.

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in-chair reviews



andrea s.

november 11, 2023



Mendota Heights
Family Dental

THANK YOU.

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