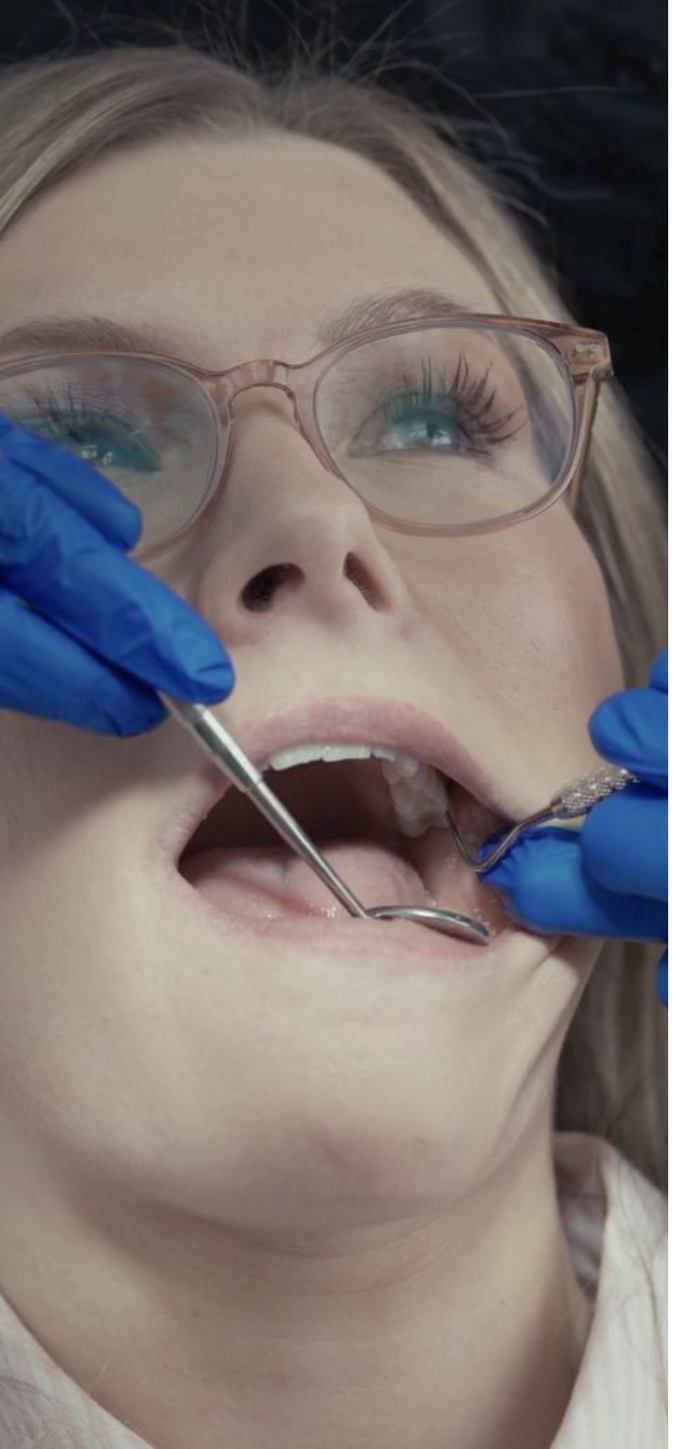


Digital, Social Media & Website: Media Ad Series
Client | Mendota Heights Family Dental

“In-chair Reviews”

Dental care is a tough industry to stand out in with all the shiny teeth and headlines about smiles. 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. So much so, 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.

RESULTS:
Patients loved going to this dentist so much that Mendota Heights closed the book on appointments for its entire summer season. Marketing will resume again in the fall.

CREDITS:
CD/CW: Dom DeLoya
Editor: Adrienne Sullivan
DP: Steve Holm
Production Company: Plural

Tabby :15
Matt :15
Matt :30