

The Place For Better Hearing

Case Study

How do you strategically position a hearing aid company who markets Starkey products on the west side of Cincinnati?

The Challenge:

Reallocate their marketing budget to achieve the greatest impact and integrate a consistent brand message to build their business.

The Solution:

Holland strategically implemented the following:

- Developed a consistent look and brand message for print ads and direct mail pieces.
- Created an integrated media campaign achieving the greatest impact using Reach magazine, newspaper advertising and targeted direct mail.

The Results:

Within 60 days, the Place For Better Hearing's first promotion in collaboration with Holland was a huge success, achieving a 35% sales increase over previous promotions. Ten months after the start of their campaign, they continued to realize a 30% increase in sales over the previous year.

