

Chicago Podiatry Practice: Nights of Style a Smashing Success

A HUBBARD CHICAGO CASE STUDY

*Raising Awareness and Lifting Brand Perception
with a Fashion-Forward Live Event*

SNAPSHOT

A Chicago podiatry center was looking to raise awareness and acquire new patients for its surgical offerings. Hubbard Chicago delivered an integrated campaign featuring a fashion-forward VIP event with The MIX, successfully engaging the target audience and attracting hundreds of registrants for a night out to remember.

GOALS

Correcting foot problems with innovative surgical services since 1985, a Chicago podiatry practice wanted to reach new patients in a fresh and exciting way. The business met with the team at Hubbard Chicago for a needs analysis, and together we identified several key marketing goals:

- Raise brand awareness among insured women 18 - 44 who have bunions.
- Position the practice as youthful and fashionable with a focus on beauty.
- Acquire new patients across the Chicago metro area.



Chicago Podiatry Practice: Nights of Style a Smashing Success

A HUBBARD CHICAGO CASE STUDY

THE MARKETING SOLUTION

With a focus on lifestyle and entertainment, The MIX 101.9 FM (WTMX) presented the perfect vehicle for the podiatry practice to reach its awareness goals. We brainstormed and formulated an integrated marketing campaign with an exciting hook – an exclusive event at City Winery sponsored by the practice.

“Nights of Style” came to life. The event was preceded by a contest promoted through a two-week push with on-air ads, traffic sponsorship, display ads on the WTMX site, banner ads through 2060 Digital, boosted social media posts, and e-blasts. Listeners could Shazam on-air promos to be directed to the contest’s landing page for full details and a chance to enter.

WTMX’s Melissa McCurren hosted Nights of Style at City Winery, complete with drinks, appetizers, and a fashion show featuring new shoe apparel. The event also included games, giveaways, and gift bags for VIP attendees. The practice’s team was there to meet and mingle with the crowd to further raise awareness and contribute to a friendly, fashion-forward brand perception. Follow-up emails were delivered the day after the event – segmented for those that did and did not attend – to promote a free consultation centered around bunion treatment options.



www.hubbardchicago.com • 312-946-1019



Chicago Podiatry Practice: Nights of Style a Smashing Success

A HUBBARD CHICAGO CASE STUDY

RESULTS

The on-air and on-line contest generated sufficient buzz leading up to the event – on-air promos were Shazamed 171 times, and digital banner ads delivered .07% CTR, which is exceptional given the brief lead-up time. More than 500 entries were received, narrowed down to an invite list of 115.

The Nights of Style event itself was a smashing success with 75% attendance. As an example of social media results, one Facebook post on the event reached nearly 33,000 people.

Metrics Snapshot

- WTMX on-air promo:
 - Listeners that Shazamed the ad: 142
 - Times the ad was Shazamed: 171
- Digital banner ads:
 - Entries submitted via WTMX: 440
 - Entrants in the target audience:
 - Had bunions: 106
 - Women 18-45: 45%
- Event:
 - Total contestants registered: 500+ (115 invited)
 - Actual event attendance rate of those invited: 75.6%

INFORMATION:

Industry: Health/Medical - Podiatry

Market: Chicagoland area

Campaign Dates: September - October 2015

Target Audience: Insured women 18-44 with bunions

Solutions Utilized:

WTMX air time and ads, traffic sponsorship, digital banner ads, custom contest page, event page listing, eblast and follow-up emails, social media posts (WTMX Facebook), VIP event

www.hubbardchicago.com • 312-946-1019

