



-BALNARRING-
DentalCentre

Case Study for Balnarring Dental



FILLING A HOLE IN DENTAL PRACTICE MARKETING

WITH TARGETED COMMUNITY ADVERTISING

How we helped a dental practice gain wider community exposure, bring in new customers and attain a local celebrity profile to boot.

LOCAL MARKETING FOR LOCAL COMMUNITIES



“Advertising with NBS has increased our local profile and presence, sometimes I even get stopped on the street by people who recognise me. Their rates are affordable and I like that my ads get a large exposure because of the number of people going through the supermarket. With NBS, I have been able to target local clientele, which is exactly what we’re after.”

Dr Tiv - Balnarring Dental
Principal Dental Surgeon and owner



PROJECT SNAPSHOT



THE COMPANY

The Balnarring Dental crew are a forward-looking company. When it comes to marketing they're not afraid to try new things. Their website is peppered with friendly shots of the team and their YouTube channel filled with videos that include staff dancing and singing to a 'Can't feel my face' dental parody. Their outgoing approach to marketing paired with highly professional services is what attracts their customers and their ability to poke fun at themselves has made them a stand out in their community. It made sense then that they immediately understood the value offered by Notice Board System's local out of home advertising solutions.

Advertiser: Balnarring Dental Centre

Campaign dates: 2011 to current

Industry: Dentist

THE OBJECTIVE

When first approached by Notice Board Systems, they appreciated the friendly, open and honest discussions around the advertising solutions available in their area. More importantly, they recognised that advertising in the local shopping area would put them right in front of their target audience – the local clientele. The opportunity to boost brand awareness and bring in new customers was the tipping point. Balnarring Dental opted for the print option with business card holders included, and later upgraded to the combo option by adding a digital commercial to their portfolio.

Products used: Print and Digital

Number of boards: 2 locations, 2 boards

Seen: 3.9 million times and counting

THE RESULTS

It wasn't long before Balnarring Dental noticed a difference. Their profile and presence in the community increased. New customers arrived having seen the advertisements, taken a business card and booked appointments. Dr Tiv, Principle Dental Surgeon and owner, is now often recognised on the street and is known to stop for regular chats with the locals. The boards have been active for over seven years now and they continue to refill the popular takeaway cards to meet the demand.

Before Notice Board Systems this dental practice struggled to fit marketing into their weekly schedule. Today, thanks to their continually running local advertisements, they can rest a little easier knowing their target audience is regularly exposed to their brand and attracting new clientele to their busy practice.



"It's a set and forget. I set it up and go, and when I want to change the ad, I can. I like the assurance that I can change it at any time. It gives me back control."

Dr Tiv - Balnarring Dental
Principal Dental Surgeon and owner

LOOKING FOR RESULTS LIKE THIS?

Reserve a spot in your area today by calling us on

1300 390 242



FIND NEW CUSTOMERS AND BOOST SALES

**Reserve your exclusive ad spot
before your competitor does**

**1300 390 242
info@nbsteam.com.au
www.nbsteam.com.au**