

WILLIAM F. COTHERN,

Challenge

Facing competition from hundreds of other dermatological practices in the Dallas/Fort Worth area, Dermatology and Laser Center of Fort Worth needed a unique campaign that departed from the cliched use of “before” and “after” models and physician head shots. The challenge was compounded by the nearly universal reluctance of patients to discuss their treatment and the general belief that high-quality dermatological treatment was only available in the Dallas area.

Strategy

Witherspoon suggested a direct, humorous approach to addressing popular misconceptions about cosmetic procedures. Playful copy and clean graphics dispelled the notion that cosmetic procedures are painful and only for the wealthy.

Solution

Witherspoon developed the long-running “Isn’t Technology Beautiful?” campaign, consisting of black-and-white, i.e., cost effective, headline driven billboards, newspaper/magazine ads and direct-mail postcards. The campaign’s simplicity and tongue-in-cheek wit stand in sharp contrast to competitors’ reliance on cheesy photos.

Results

The campaign has delivered dramatic, measurable results:

- Laser hair-removal procedures have increased 187 percent
- Laser spider-vein removal has increased 93 percent
- Tattoo removal services have increased 195 percent
- Wrinkle removal is up 233 percent
- Microdermabrasion procedures have increased 1,279 percent

Prospective patients haven’t been the only ones to sit up and take notice. Industry accolades have included 26 Gold and 15 Silver ADDY awards from the Advertising Club of Fort Worth, capped by a “Best of Show” award.



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