

## Ad Strategy, Copywriting and Creative Direction

### Overview

Willamette Ear, Nose, Throat and Facial Plastic Surgery ([WENT](#)) wanted to promote its audiology and hearing aid practice. WENT is a full-service center for the diagnosis, treatment and repair of head and neck conditions including ear infections, hearing loss, tonsillitis, sleep apnea, voice disorders, neck or throat cancer, and cosmetic and reconstructive facial plastic surgery.

### The Strategy

Conventionally, audiology clinics market strictly to older clientele. WENT's competitors were doing just this, using coupons and discounts to attract patients. After doing research on when interest in hearing aids begins (30 to 40 years of age) and who makes healthcare decisions in the household (young to middle-aged female household "caretakers"), BMG suggested creating an ad campaign directed at a younger audience. The campaign featured full, glossy ads of real patients who didn't fit the hearing aid stereotype.

### The Result

- Hearing aid sales increased significantly over the year prior, despite the recession.
- New patients expressed positive opinion of the ad campaign.
- The patients featured in the ads have become advocates for WENT, referring new patients to the clinic.

