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GráficaGroup's Extended Hours Marketing Campaign for Summit Medical Group Grows Customer Base

Chester, New Jersey (May 15, 2009) – Summit Medical Group wanted to expand their customer base by instituting extended hours at their main Berkeley Heights, N.J., location. But they did not want to compromise their traditional 9-5 client base. With GráficaGroup's advice, consumers who commute by train from the area to New York City became the primary target of a new, highly focused marketing campaign.

Transit advertising consisted of posters, clocks, and station banner advertising along two train corridors in the Berkeley Heights vicinity. Banner advertising on local news Web sites and paid search advertising concentrated on Somerset, Morris, Union, and Hunterdon counties. In addition, coffee cup holders with Summit Medical Group advertising were distributed to local coffee shops known to be "hot spots" for transit passengers and pharmacy bag advertising generated additional buzz in selected geographic areas. Advertising in local news print vehicles offered some longer form information and additional contact information.

The campaign successfully filled all evening appointments during the campaign period, and there was a 25 percent increase in new patient appointments. Originally planned for the months of April and May, the campaign is being extended through June to sustain its momentum.

"GráficaGroup takes pride in delivering measurable business results for our clients. Our highly on-target, creative media buys sets us – and our clients – apart," says Debra Taeschler, President and CEO of GráficaGroup.

About GráficaGroup

GráficaGroup is an award-winning, full-service, direct response marketing firm that enables businesses to engage customers and prospects more effectively at each touch point throughout the purchase cycle. The agency specializes in integrating both online and traditional media channels to achieve greater marketing efficiencies and to enable marketing campaigns to be continually measured and optimized.

GráficaGroup works with mid-sized to FORTUNE 500 B2B and B2C companies such as: AT&T, Century 21 Real Estate LLC, Horizon Blue Cross Blue Shield of New Jersey, Jackson Hewitt Tax Service, KPMG LLP, Morgan Stanley, Ortho-Clinical Diagnostics, PSE&G, Trane, and Wells Fargo Home Mortgage, among others.

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