

3DENTAL CASE STUDY

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3Dental

T&Cs apply


3Dental



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Challenge

Dublin based dental practice 3Dental chose AdSmart from Sky to run their first TV campaign promoting their services to core prospects in Dublin and the surrounding areas.



Idea

3Dental wanted to use customised audiences combining regional targeting and a selection of Experian Mosaic groups who were identified by prior analysis to be in market for 3Dental's services. Campaign objectives were to;

- Raise awareness of the 3Dental brand.
- Drive an increase in leads for dentures.
- Drive an uplift in search terms shown in the creative



Plan

- County targeting included Dublin, Kilkenny, Meath, Wicklow, Kildare & Wexford.
- Combined with Mosaic attributes Arcadian Inheritance, Better Off Greys and Commuter Farming Mix.
- The campaign reached 65% of the target audience with an average frequency of 5 per household.
- The creative featured dentists from the practice communicating some of the services on offer.



Results

200%

increase in ad recall

50%

increase in positive brand perception

18%

took some form of action

adsmart

from sky