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Success Story: Ronald Henderson, D.D.S Owner, Healthy Smiles

Program/Project: Local Media & Community Promotion Campaign

Challenge

Ronald Henderson, D.D.S, owner of Healthy Smiles, an innovative dental practice in Dover, New Hampshire, hired Bisson Barcelona to create media exposure for his company. Though he had more than 33 years of experience in dentistry, Dr. Henderson had no media presence. Our publicity team needed to position Dr. Henderson's expertise with the local media in order to build credibility and incite interest in Healthy Smiles.

Bisson Barcelona Strategy

Over a period of three months, Bisson Barcelona formulated and implemented a local community and media promotion to create excitement and awareness about Healthy Smiles' track record in business and Dr. Henderson's philanthropic contributions.

To begin, we needed to attract the interest of the community and to increase traffic to Healthy Smiles' location. Our team decided to implement a dental drive. The crucial element to the success of the drive was to appeal to the community's heart and solicit donations in the form of toothbrushes, toothpaste, dental floss and mouth wash for Dr. Henderson's pending medical mission to Peru.

The dental drive generated media awareness and resulted in multiple human interest stories that appeared in the local newspapers requesting donations to be made. Once the buzz was created and interest was at its peak, the community became engaged. It was after this occurrence that we were able to move to the next phase of the promotion.

Not only did Dr. Henderson wish to establish a rapport with the media and the community, but another goal that he wanted to achieve was to promote a positive image for Healthy Smiles within the business community. In honor of Healthy Smiles' 30-plus years in business, we contacted the mayor's office and Dr. Henderson was recognized by the city of Dover.

Deliverables

- Generated more than 1,300 donations of toothbrushes and other dental supplies from the community.
- Secured a feature on the front page of the Dover Community News and in Foster's Daily Democrat.
- Secured interviews with two local radio stations.
- Arranged a visit from Mayor Scott Myers who delivered a proclamation on behalf of the city honoring not only Dr. Henderson's commitment to the community, but also his dedication to the well being of others throughout the world.
- Secured an interview for Dr. Henderson with New Hampshire Business Review regarding his state-of-the-art technology, Cerec®, and his mission to Peru. A full page article was printed as a result.
- Arranged an interview with Business NH Magazine on Dr. Henderson's success in business. His story was featured on page two of the publication.



Ronald Henderson, D.D.S

The campaign generated more than 1,300 donations of toothbrushes and other dental supplies from the community. Dr. Henderson was also honored by the city mayor for his commitment to the community and his dedication to the well being of others throughout the world.

