

FROM ORDINARY TO EXTRAORDINARY

Dental Care Associates of Buffalo

Background -Who?

Dental Care Associates has been a member of the Buffalo community since 1968. They pride themselves on their gentle approach to dental care and their involvement in the Buffalo community.



Challenge - Why?

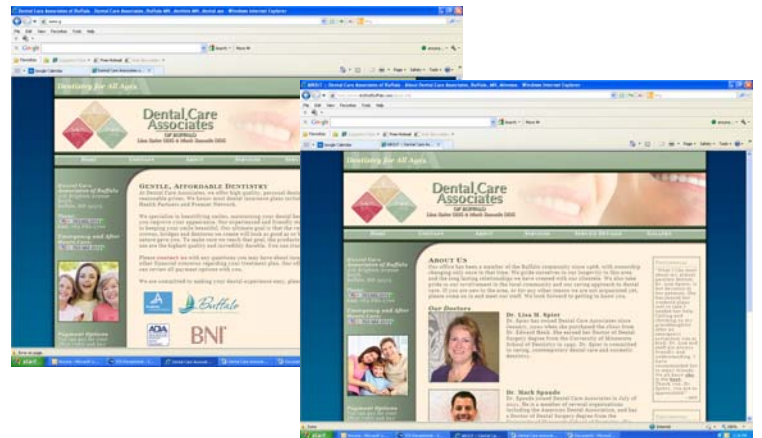
After the addition of a new dentist, Dr. Lisa Spier and her husband/Office Manager, Ron, decided it was the perfect opportunity for them to re-brand their practice. They wanted their new image to reflect the caring, gentle and innovative dentistry they were known for.

Strategy - How?

Dr. Lisa and Ron met with Kelly Nygard and were so impressed with the quality of EBS's products and services that they decided to move ahead with the entire branding, marketing, website and back office systems for their dental office. They appreciated that Kelly and EBS were local - rather than going with the impersonal, long-distance services that many of their fellow dental offices have settled for.

Results - What?

Dental Care Associates now have a fresh image with a cohesive, unique look, allowing them to grow their business further throughout the Buffalo Community. Their new marketing materials reflect the positive and progressive nature of their business - and help them to stand out from the competition!



Contact

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