

# Promoting the Opening Bigger Road Veterinary Center

## Challenge

We were approached by Bryan Brown Communications to partner with them on a public relations campaign for Bigger Road Veterinary Center. They specifically wanted exposure for the opening of their new state-of-the-art veterinary center in Springboro. We were to build awareness and position Bigger Road as one of the best facilities in Dayton/Springboro/Kettering for total pet care services, including health and enrichment. We also needed to inform current and potential clients about the equipment and services being offered at the brand new pet care center and generate traffic at the Family & Pet Fair Open House event.

## Solution

After O'Keeffe PR was selected as the PR partner for the campaign, we targeted media outreach to local print and online publications, TV and radio stations. We also distributed highlights of the story with visuals to targeted pet bloggers, pet enthusiast magazines, freelance writers who cover pets/animals before and after event. Finally, we accompanied media relations outreach with social media posting before, during and after the event.

## Results

Our media outreach resulted in 21 pieces of coverage, including:

- The Dayton Business Journal
- Springboro Sun
- Dayton Daily News
- Cincinnati Family Magazine
- Cincinnati Parent Magazine
- Mix 107.7
- WHIO
- WDTN
- WRGT
- WLWT
- Xenia Gazette



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