

CLIENT:  
**Holzer Clinic**  
 Integrated Marketing Program



**PROJECT SUMMARY:**

The time had come for Holzer Clinic to break away from the glut of competing medical "show and tell" advertising. With a new campaign designed to hit the female healthcare consumer, Benny the "spokesbear" was born. Acclaimed Broadway puppeteer Rick Lyon brought Benny to life in a charming campaign (television, radio, newspaper and outdoor) that achieved an 87% market audience approval rating. The "Benny" campaign earned Salter & Associates the prestigious Communicator Crystal Award and a Gold ASTER Award for excellence in medical marketing.

Benny remains an integral component of Holzer's overall marketing program.

**SERVICES:**

- Television advertising
- Radio advertising
- Newspaper advertising
- Outdoor boards
- Brochures
- Direct mail

“Our agency met with us to develop a program that addressed a major research study. They were involved in the planning, creation and production of this very aggressive integrated advertising effort. Its success was due to their leadership.”

— Steve Elberfeld,  
 Director of Marketing, Holzer Clinic



"Benny" Campaign Featured in MARKETING HEALTHCARE TODAY



Corporate Brochure



Image Newspaper Ad



Benny intro: 60 sec.TV

Pediatrics: 60 sec.TV



Orthopedic Center Direct Mail



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