

Company: The Marketing Factory, South Brisbane, QLD Australia

Company Description: The Marketing Factory is a pioneering agency on a mission to make marketing cost-effective and attainable for every business owner, driven by a philosophy of "Don't blend in, stand out" strategies that make businesses impossible to ignore.

Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

Nomination Sub Category: Achievement in Healthcare - Services Marketing

Nomination Title: Abano Healthcare & The Marketing Factory: Happy Hour



1. Specify the date on which this campaign or program was launched:

July 2023

2. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 249 words used.

The campaign was developed using The Marketing Factory's rebellious mindset, challenging the industry's conventional one-size-fits-all approach. Planning began by identifying the core problem of inconsistent bookings and recognising that a blanket solution wouldn't be effective. A strategy was developed for a flexible framework that empowered each practice to tailor the campaign to its specific needs. The central creative concept was a simple yet compelling offer: a discounted dental fee to incentivise bookings during frustrating gaps in the schedule.

The goal was clear and precise: fill these empty slots to drive new revenue. The issue was that every practice had a different dead spot, and the campaign needed to offer simplicity and flexibility.

Far from being a single, universal promotion, each clinic was given the autonomy to set its 'Happy Hour' during its individual low-traffic times, whether that was 9- 10am. or 5- 6pm. This bespoke scheduling was key to the campaign's success, ensuring a high-impact return directly relevant to each practice's operational reality. For example, a practice located in a retirement area might have a different non-booking period than one near a school. This wasn't a whitewash campaign, it was a systematically synchronised approach.

Campaign development included crafting essential creative and media assets and providing a strategic guide for implementation to ensure the campaign could be rolled out efficiently across a large number of practices simultaneously.

It was proactive, personalised, and scalable to fit with the practices and their ideal audiences across all practice locations throughout Australia and New Zealand.

3. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 156 words used.

The attached support document provides evidence of the campaign as well as insight into The Marketing Factory approach and team effort, led by Director Marissa Candy, to bring this campaign to life for its client, Abano Healthcare.

It also includes testimonials from the GM of Abano, Kylie Mara, who said the campaign was "a high-impact, scalable strategy that put smiles on the faces of both our practice managers and our patients. This campaign has fundamentally changed how we think about filling appointment gaps, and it continues to deliver results today. We could not be happier with the outcome.", as well as a practice manager who said, "This campaign not only filled our schedule, it grew our patient base and created opportunities to build lasting relationships with people in our community. From a manager's perspective, it was one of the simplest and most effective marketing campaigns we've ever run.", highlighting the success of the campaign.

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 214 words used.

The Happy Hour campaign was created in response to an urgent need to address a widespread problem affecting Abano Healthcare's network of over 240 dental practices across Australia and New Zealand.

As the largest dental support organisation in Australasia, Abano provides essential services to enable its clinical partners to focus on oral healthcare. However, a persistent challenge was the revenue loss from empty appointment slots plaguing practices, particularly during traditionally low-traffic periods of lunchtimes and late afternoons.

These dead spots represented an alarming cavity that became a revenue-generating opportunity for practices. The Marketing Factory recognised that waiting for practices to fall into a downturn before intervening was a costly and reactive approach, so they conceived a proactive solution to this very problem.

The goal was to create a ready-to-deploy, high-impact initiative that could be activated the moment a practice identified a booking gap. This personalised and proactive strategy was driven by our core mission to make marketing cost-effective and to ensure every aspect of a campaign delivers a measurable return on investment.

The campaign converted this lost time into tangible revenue, fundamentally changing the financial trajectory of the practices involved, providing a clear pathway out of a potential downturn and putting smiles on the faces of the practice managers as well as their customers.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 (250 words):

Total 251 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

The Happy Hour campaign and the strategic initiative behind it yielded significant results from July 2023, delivered across 35 dental practices within 1300SMILES and has now rolled out across all Abano 250 practices.

The campaign's success is due to its proactive, targeted nature, where each practice is empowered to run the promotion for individual practice schedules, filling previously empty slots with new bookings - making the sell-in of the campaign easy - the practice managers wanted to do it, and it made sense to them as a practical solution for a frustrating problem. During the initial six-week campaign, Happy Hour bookings were offered at a \$100 discount on treatments booked during specific time slots on certain days.

The campaign was an immediate success, as stated by the client, "Within weeks, we saw results that were both tangible and inspiring. In just the first six weeks alone, the initiative generated an additional \$56,000 in weekly revenue across 28 practices. This was revenue that would have been lost forever without this campaign. More importantly, it boosted morale. Our teams' empowered with a proactive solution that was easy to implement and instantly effective."

This income, generated by converting empty time slots into paying appointments, showcases The Marketing Factory's ability to create high-impact results that directly address a core business challenge and are a no-brainer to implement.

It's effective due to its scalable design, allowing a personalised approach now implemented across a large, multi-site network, transforming into significant financial returns for Abano Healthcare.

Attachments/Videos/Links:

[Abano Healthcare & The Marketing Factory: Happy Hour](#)



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