



Washtenaw Veterinary Hospital
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In the Spring of 2011, Washtenaw Veterinary Hospital launched a marketing campaign. Within that campaign, we have started a regular newsletter (by mail and email), held an Open House and revamped our hospital brochure.

Allegra's Marketing Department played an integral role in helping us develop a continuity between all three of our goals this Spring. Using our brand, they designed a beautiful template for our newsletter that truly captures who we are and what we are about. The colors they chose, the layout, the photos and the small touches like a pawprint really made our newsletter template exactly what we wanted – a professional, interesting, pleasant to the eye product. Our clients love the newsletter and have commented that they are impressed to see we are taking our marketing to the next level.

The Open House this Spring was a huge success. We had a photo contest and the winner of the contest had their photo placed on the cover of our new hospital brochure. Allegra helped us with this by creating a beautiful large poster to display in our lobby so owners would see the contest information and be inspired to submit a photo. They recommended that we send invitations by mail to our clients and also to our inactive clients. The invitation was similar in design to our newsletter, again helping with continuity as well as placing our "brand" in the homes of our guests. This also involved the mailings which they did with amazing speed. Allegra also placed press releases for us announcing the Open House which also helped with advertising the event. We had a phenomenal turn out and have gained new clients because of its success.

Lastly, Allegra helped us to create our new hospital brochure. The success of the brochure again was because of their skill in designing a product that reflected the philosophy of our hospital. It is clean, sharp and professional. We are so proud to be able to give these to prospective clients.

As you can see, Allegra helped us immensely with our marketing campaign. We will be forever grateful to them for helping us find a way to market our hospital with such elegant materials that truly capture the essence of Washtenaw Veterinary Hospital. Thank you, Allegra!

-Dr. Turenne