

# Case Study: Sono Bello

## Integrated Branding

Create and Launch New Brand

5

Weeks to  
Launch

6Mo

Hit 18 Mo  
Goal

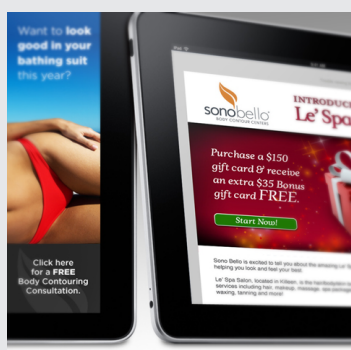
26

# of  
Clinics

250

Rev in  
Millions

Produced ID system and oversaw design and development of complete visual brand including collateral, online, TV, OOH. Launched company with integrated, cohesive advertising campaign to include electronic media, digital advertising and social presence.



**Process** – Tested preliminary message/ visual elements within focus group setting. Modified direction with collected feedback to arrive at initial launch elements. Subsequent surveys and A/B testing further refined messaging. Expedited production of advertising components to meet aggressive five-week launch date.

**Solution** – Developed logo to capture brand as articulated in positioning strategy. Developed website to align product with prospective customer personas. Developed digital plan to align with SEM assumptions and anticipated user needs and behaviors. Produced TV and radio spots to align with overarching messaging strategy.

**Measurement** – Established Lead Metrics to determine ROI. Defined cost per lead to optimize media spend. Tracked click-throughs, forms and calls via GA and call center. Lowered cost per lead post launch from \$36 to \$26 over a period of 6 months to align spend with market presense. Optimized message and offers for greatest return.

**Conclusion** – Sono Bello continues to thrive today as a leader in laser liposuction and body contouring with over 26 clinics across 16 states nationwide and growing. They've completed nearly 53,000 procedures equating to approximately \$250 million in gross revenue.

**Chris Settle**

Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | chrishsettle@gmail.com**