



SEATON
ANDERSON
GROUP

HEALTHCARE



Case Study #06:

LOCALIZED BRANDING MADE EASY

IDEAS FOR: Healthcare, Food Service, Franchises, Service Businesses, Retail, Multi-Location Businesses

The marketing department at Seaton Anderson Medical Group was challenged with rapid growth and the addition of dozens of newly acquired offices and clinics.

Maintaining the group's branding while giving each location the flexibility to order personalized marketing and promotional materials became one of their biggest challenges. Each location has their own identity, office hours, contact and location information, and unique website address.

Seaton Anderson needed a quick and easy solution for writing instruments that would meet each location's needs.

- + The **large imprint areas** of the Colorama pen gave each location the ability to print their individual information within a branded template that included a **full-color logo**, **office information** and **choice of colorful stock background**.
- + Along with the imprint benefits, research shows that **72% of healthcare/medical companies** prefer to buy **USA- Made promotional products**,¹ which made the pen's U.S. manufactured origins an easy choice for their program.
- + Through Seaton Anderson's internal web store, each location was able to order and proof their pens on demand, have it processed through their system, and **shipped in less than 48 hours**.





+ SEATON ANDERSON GROUP

Office: (858) 555-3875 • **EMERGENCY: 911**
 Monday - Friday, 9:00 a.m. - 5:00 p.m.
 9800 Carmel Mountain Rd, San Diego, CA 92129
www.SeatonAndersonGroup.com/CarmelMountain

Full Color 360° Imprint Area: 4.127" x 1.207"

72% of healthcare/
medical companies
prefer to buy USA-Made
promotional products¹

1. ASI Research, Counselor; January 2018

