

Menninger®

Structural Graphics

Schaefer AD. CO.

# Schaefer Case Study




## Challenge

Raise awareness of The Menninger Clinic's specialized mental health services among healthcare professionals

Educate mental health providers, referring physicians, and new provider audiences on a complex service offering

Clearly communicate Menninger's value while driving meaningful engagement in an increasingly crowded communications landscape

## Goals

- Develop a simplified and streamlined brand messaging that resonates with professionals
- Cut through the clutter of a crowded communications landscape
- Drive awareness and website traffic and, ultimately, requests for information

## The Solution

A fully integrated omnichannel campaign combined the strengths of digital marketing with the stopping power of dimensional direct mail.

**CAMPAIGN ELEMENTS INCLUDED:**

- Dimensional direct mail
- Digital advertising
- Display advertising
- Social media
- Online marketing

By using dimensional print to capture attention first and reinforcing the message across digital channels, the campaign created multiple touchpoints that kept Menninger top of mind throughout the buyer journey.

Structuralgraphics.com
38 Plains Rd, Essex, CT 06426

sales@structuralgraphics.com
860-767-2661






# Why Dimensional Mail Improves Omnichannel Results

Digital channels are most effective when prospects are already familiar with your brand. Dimensional direct mail creates that initial engagement, making every digital touchpoint work harder.

**Capture Attention**
Lead with a memorable dimensional mail piece that earns attention before reinforcing your message through email, retargeting, and paid media.

**Increase Engagement**
Unlike most digital advertising, dimensional mail is tactile, memorable, and often kept, shared, and revisited.

**Build Trust**
As AI-generated content and digital fatigue continue to grow, a physical experience adds credibility and reinforces the authenticity of your brand.

**Amplify ROI**
When integrated into an omnichannel strategy, dimensional print helps increase engagement, improve conversion rates, and maximize the return on your digital marketing investment.




## Results

Within weeks of launch, the campaign met or exceeded every major performance objective. During the 11-month campaign it delivered:

**62k+**
**New website users**

**197k+**
**Targeted healthcare professionals reached**

**191**
**Primary conversions and information requests**

50 YEARS Structural Graphics BRINGING YOUR IDEAS TO LIFE!

**50 YEARS OF TURNING BOLD IDEAS INTO REALITY**

For five decades, agencies have trusted Structural Graphics to help transform ambitious concepts into unforgettable physical experiences.