

MUSIC CITY PREP CLINIC GROWS ITS PATIENT BASE FROM 500 TO MORE THAN 3,300 WITH THE HELP OF COMMANDO.



COMMANDO provides advertising services targeting the **LGBTQ** community through a direct and exclusive network of publishers.



SITUATION

Music City PrEP Clinic's primary focus is preventing the transmission of HIV by prescribing pre-exposure prophylaxis (PrEP). The Nashville-based sexual health clinic advertised its services through Facebook, Grindr, and Scruff, as well as in-person promotions at night clubs and Pride events. In doing so, the clinic grew its patient base considerably. Still, it wanted to bring in an agency to help reach even more potential patients in the region.

"We were doing so much and had so much going on," said Rob Birkhead, Marketing Director at Music City PrEP Clinic. "We needed help from somebody that was familiar with the gay community."



COMMANDO MOVES AND REDIRECTS FAST. THE COMPANY TAKES INPUT FROM US AND THE MARKET AND PULLS IT ALL TOGETHER. I'VE BEEN IN MARKETING MY WHOLE CAREER, AND I'VE NEVER SEEN ANYTHING LIKE IT. WE COULDN'T BE HAPPIER. I DON'T KNOW WHERE ELSE WE COULD FIND SUCH A GOLDMINE OF STRATEGY, CREATIVITY, AND EXPERIENCE IN ONE PLACE.



ROB BIRKLAND
Marketing Director at
Music City PrEP

...I'VE NEVER SEEN ANYTHING LIKE IT...

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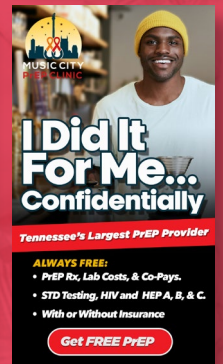
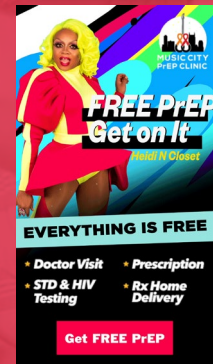
SOLUTION

When Music City PrEP Clinic partnered with Commando, the mission was to expand the clinic’s existing patient base of 500. As intended, the partnership led to rapid, exponential growth for Music City PrEP.

“After working with Commando for a year and two months, we now have 3,300 patients, and we expect to have 4,000 by November,” said Rob. “Commando was able to take us to a whole new level with not just their knowledge but the sheer volume of work they do on media outlets.”

Rob attributes Commando’s success to their creativity as well as their familiarity with their niche.

“Commando has worked with a lot of public health departments in the PrEP and HIV prevention and care fields,” said Rob. “They have a specific understanding of our patients. They know who they’re trying to reach.”



RESULTS + BENEFITS

COMMANDO WAS ABLE TO HELP MUSIC CITY PREP EXPAND ITS PATIENT BASE BY

560%

COMMANDO HELPED MUSIC CITY PREP CLINIC ACHIEVE THE FOLLOWING:

GROW PATIENT BASE BY 560% IN A LITTLE MORE THAN ONE YEAR

Commando helped Music City PrEP Clinic expand from 500 patients to more than 3,000 in just over a single year.

FIND COST-EFFICIENT SOLUTIONS

“We give them a budget and determine how many new patients we can get for that budget, and it has always held steady,” said Rob.

ESTABLISH A COHESIVE MARKETING EXPERIENCE

“They have done posters for events, flyers, and mobile clinic van graphics,” said Rob of Commando’s full-service creative solutions. “They do them fast, within deadline, and they are right on target as it relates to our marketplace.”