

Local Works: Caron



MediaMax **enabled us to reach our niche audience** in the titles that matter most to them. On top of that, the **digital placements were among our top performers** across multiple metrics.

They were **truly a key partner on this campaign, and will be again next year.**

— DEREK WELCH, Media Supervisor

The Client

Caron's work is all about healing. They aim to transform lives impacted by addiction and substance use through proven, comprehensive and personalized behavioral healthcare solutions. They are dedicated to delivering evidence-based, gender-specific behavioral health and addiction programming, all while treating patients and families with the respect they deserve.

Objective

Increase awareness of its exclusive upscale rehab facilities, targeting high net worth, C-Suite men.

Strategy

Reaching men in need of lifesaving addiction and behavioral healthcare rehab, by targeting the people who love them most – their wives and mothers.

Geography

DC, Philly

Media - print and digital included:

Architectural Digest, Bon Appétit, Glamour, Self

Outcomes

Print: overall market lift - increase in call center and admissions

Digital: strongly outperformed competitor - .20 ctr vs 0.03 ctr

