

Firmly in the Green

Greenlawn is one of three cemeteries in Bakersfield, with a large corporate-owned property as its chief competitor. For years, the two had been going at it neck-and-neck. Further, their funeral home business was fighting for its place against a number of stand-alone

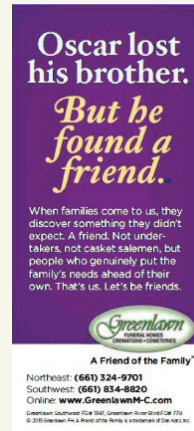
LA ads grasped a feel for who we were and where we wanted to go. With their guidance, our market share has grown steadily. I have no doubt, with their direction, those successes will continue. I can assure you, should you partner with LA ads, you will not be disappointed. – Jim LaMar, President

funeral homes. Which is why Greenlawn reached out to LA ads to give it the competitive push it needed.

Our first order of business was to create a strong, distinctive and desirable brand, one that would stand out in Bakersfield's family-oriented community. Based on the spirit of Greenlawn's management and their willingness to "go to the mat" for their families, we branded them: "A Friend of the FamilySM" and launched a series of emotional TV, radio and outdoor ads explaining, in the words of real people, what a Friend of the Family is. We carried the theme into staff training and established internal brand ambassadors. We built the theme into their existing website and Facebook page. We added a new Friend of the Family blog. All the literature was redesigned with the new brand message. We even created new on-site graphics carrying the theme into the chapel video monitors and all the way out to the water tanks. [See results top right]

Friend of the Family is a U.S. Registered Trademark of LA ads

OVER FOUR YEARS:
Average YOY Case % Increase – 9%
Average YOY Pre-Need Sales % Increase – 21%-30%
Increase in at-need cases YOY -17%



Friends don't let friends face loss alone.

Two Bakersfield locations. One call for everything.
(661) 824-8820 • www.GreenlawnM-C.com
Greenlawn Southwest FD# 1347, Greenlawn Northeast FD# 779



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