

Growth Year over Year

It's the single largest cemetery in North America. It handles over 30 funerals per day. It's the crown jewel in SCI's portfolio. And they entrusted its esteemed brand to LA ads in the face of shifting demographics, declining burial rates and increased competition from multiple fronts. Although Rose Hills was also served by two other

LA ads has run point on the strategic positioning of this largest, busiest and most profitable memorial care operation in the world. Over the past ten years, we have realized double-digit annual growth in sales continuously, without a lapse.

- Nick Clark, Marketing Director

market-specific agencies (Hispanic and Asian), LA ads took the lead in setting the umbrella brand messaging and marketing themes.

From the start, our job was to establish Rose Hills as "Best in Class," which was accomplished through a variety of marketing programs, both traditional and digital, including the creation and integration of goal-specific websites, print, television and outdoor advertising campaigns, development of various online video libraries, email and retargeting initiatives, contest and event marketing, and lead-generating direct response programs through Facebook, digital ads, geotargeting and other online channels.

Our PR activities included a successful pitch to the Los Angeles Times resulting in a major 3-page feature. Moreover, we pitched and won for Rose Hills the designation of Cemetery of the Year in American Cemetery & Cremation magazine, which was then marketed within the local community. [See results top right]

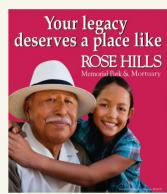
OVER THREE YEARS:

Average YOY Sales increased 9% -12%

Average YOY on-site event attendance increased by 8%

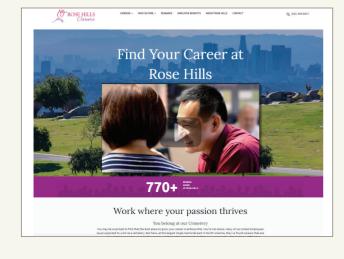
YOY marketshare growth between 10.3% - 12.9%















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