

Omnicom Adds National Healthcare Giant to Client Roster

Bio-Medicine.Org

FORT LAUDERDALE, Fla., Aug. 18 /PRNewswire/ -- After a lengthy review, The SCOOTER Store, the country's leading provider of power mobility products and services, has selected an integrated Omnicom team as its new agency to help strengthen and broaden the company's brand and messaging. In addition to account leads Zimmerman Advertising and Daggerwing, Omnicom's team will include Javelin Marketing Group, AdelphiEden and Porter Novelli.

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The pitch for the account began in February and included strategic brand work and creative and market testing. The battle came down to a contest between two holding companies, and Omnicom ultimately prevailed.

Under the agreement, Omnicom responsibilities will include brand strategy, positioning, creative development, direct response and digital and retail activation. Omnicom will leverage its expertise in branding and direct response to help create a new campaign that focuses on the life enriching benefits of power mobility and fully explains The SCOOTER Store brand. The campaign, when launched, will capture the imagination of the target audience and allow medical professionals and other stakeholders to value The SCOOTER Store contributions to the healthcare system.

"Omnicom really earned the right to become our long-term business partner," says Doug Foster, Chief Marketing Officer of The SCOOTER Store. "They demonstrated a true awareness of our mission, a shared vision for evolving our marketing platform, and a firm commitment to lowering costs of customer acquisition while driving revenue across all available channels."

"We could sense the nobility of The SCOOTER Store's mission from the moment we were introduced to the brand, all the way from the top executives to the service specialists," says Michael Goldberg, Zimmerman Chief Marketing Officer.

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