Retro Fitness New York, Florida, Texas

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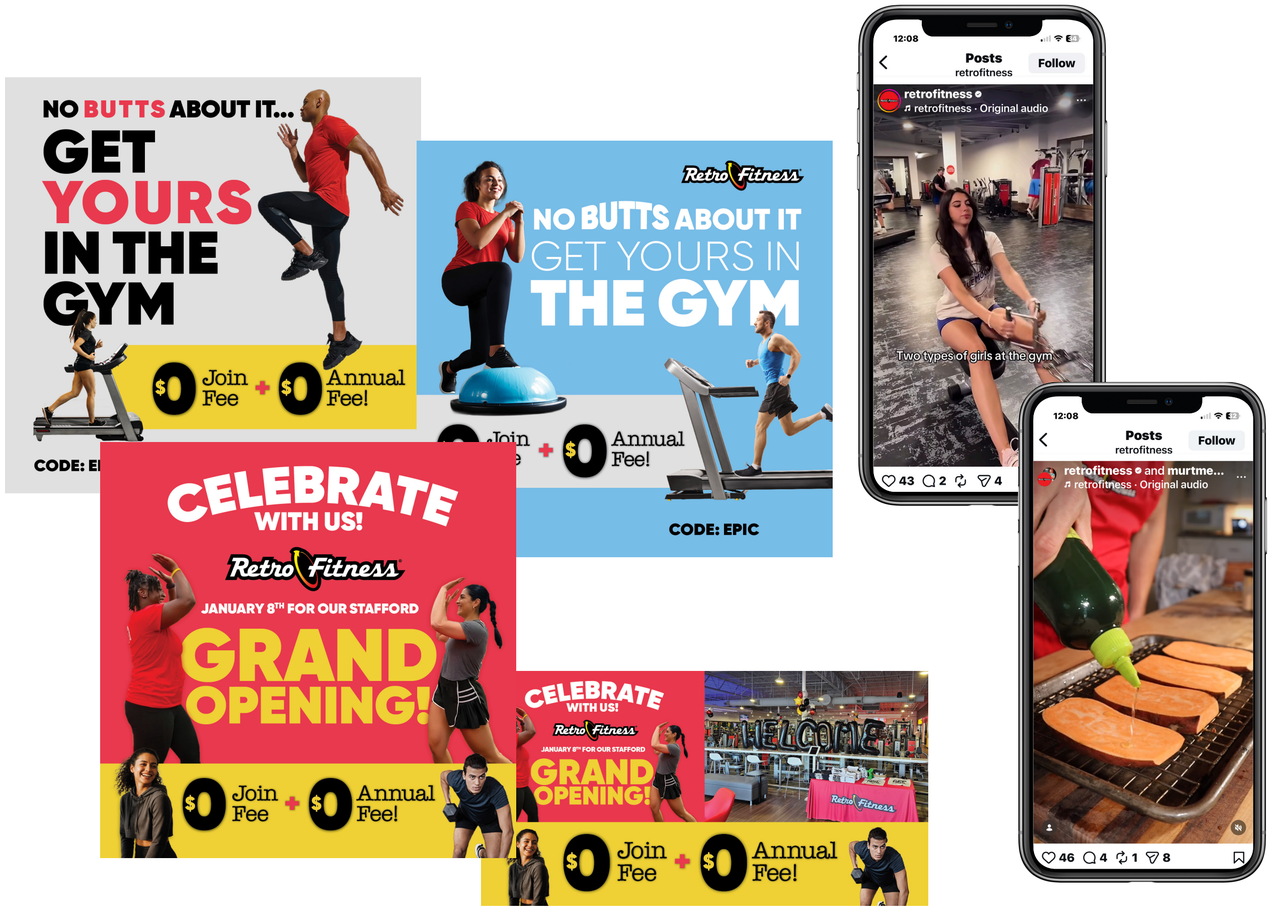

Problem: Retro Fitness operates across multiple independently owned franchise groups, all of which are required to operate within strict brand guardrails. The ownership group we partnered with managed locations across New York, Florida, and Texas and was focused on expanding into new markets while maintaining efficient customer acquisition. The challenge: how do you open and grow new locations without driving acquisition costs beyond corporate expectations?

Stats: We analyzed the membership makeup across the locations and uncovered meaningful differences from club to club. The most defining variables were age, body type, and ethnicity. Newer Texas locations, including Stafford and Richardson, skewed heavily toward Spanish-speaking communities, with similar, though less pronounced, patterns in other markets. Meanwhile, two locations consistently attracted an older demographic, with members in the later stages of life forming the largest segment.

Challenge: TThe task was to market each club in a way that felt locally relevant and human—without breaking brand consistency or diluting the national identity. One brand. Many communities. Very little room for error.

Results: We leaned into localized authenticity within the brand system. Campaigns featured real people who visually reflected each club's community and paired that approach with messaging in both English and Spanish where appropriate. The result was a stronger resonance at the local level without sacrificing brand integrity. Over the second half of the year, this approach drove significant gains in lead volume, membership growth, and retention, proving that relevance, not sameness, is what scales.

Steeplechase of Charleston

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Problem: The Steeplechase of Charleston is the most anticipated autumn event in Charleston, SC. In the early 2000s, the event went on a three-year hiatus. When it returned under new leadership, the team had to rebuild the brand and audience from the ground up.

Stats: More than half of survey participants believed the event had either gone out of business or lost its accreditation.

Challenge: The challenge was to restore the brand to its former prestige—showcasing the charm, style, and high-end elegance the event was once known for. We achieved this by reminding people of the unique traditions and special experiences that make the day memorable.

Results: The results speak for themselves: since 2020, ticket sales have grown by more than 50% annually. Today, the Steeplechase is once again regarded as Charleston's premier fall event—just as it was before, only better.

Steeplechase of Charleston

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Stats: More than half the survey participants said they thought the event had gone out of business or had lost it's accreditation.

Challenge: Build back a brand the shows of the charm, style and high-end elegance of the once prestigious event.

Results: Since 2020, there has been an anual growth in ticket and tailgate sales of more than 50%. The event is now considered the fall's most anticipated event in the Charleston area.

Meadows Health

DEANBRYANT Creative

Brand TV/Video: Meadows Health Othopedics “Morning Swim”

Brand TV/Video: Meadows Health Cancer Care “It’s Just a Marathon”

Problem: Meadows Regional Health was know as “the place to go to die” in a health grades survey.
The facilities were in disrepair and there was a leadership void.

Stats: 2% of people in the suvey said they would never go to any of their facilities

Challenge: A new CEO came on board and he hired new and better staff and physiciansas well as adding top line technology.
But no one knew. How to we get people to give Meadows a chance?

Results: A rebrand that changed the tagline, new logo, and TV and videos showcasing testimonials of patients who have had great outcomes.
The follow up survey took place 12 months after the rebrand and Meadows Health was considered the best health system in South Georgia.

Meadows Health

DEANBRYANT Creative

Meadows Health Launch of Immediate Care Centers

Problem: Meadows Health's ED department was full of patients who really didn't need to be there. They opened immediate care centers to take care of non-emergent patients. How do you let patients know they exist and are they as good?

Stats: No one, 1.6% in the region was aware of the difference between and ER and an urgent or immediate care center.

Challenge: Tell patient when to go to the immediate care center or ER. Plus, letb them know theyb get the same award-winning care.

Results: After the launch of the immediate care centers, the ER wait times went down to an average 10 to 12 minutes. The immediate care centers remain busy. A follow-up survey shows a genuine preference for the immediate care centers.

Bicycle Across South Carolina

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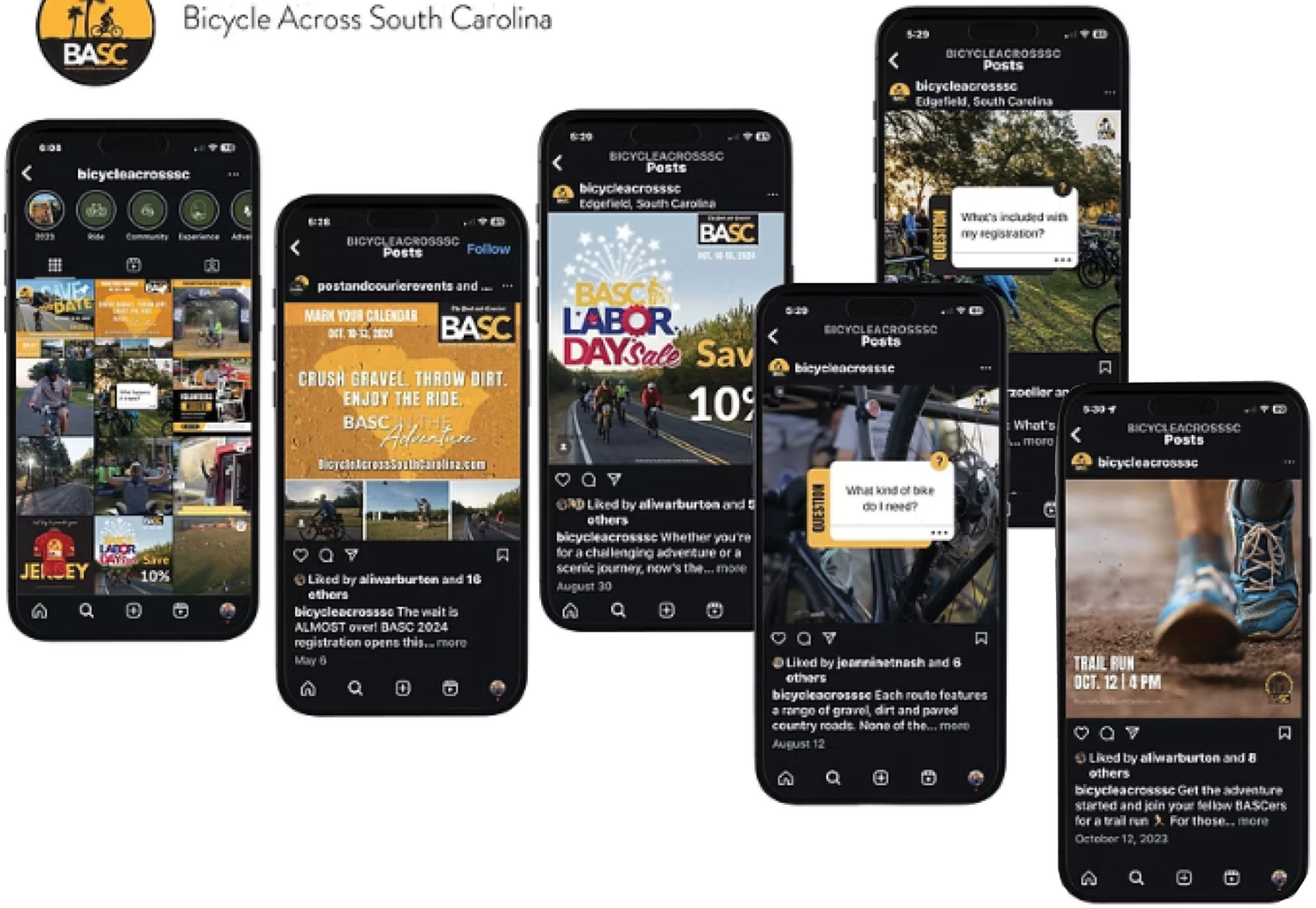
Problem: Bicycle Across South Carolina is a unique cycling event. When it started, it was hard to pin down exactly who the audience should be.

Stats: Two groups were split down the middle. 47% calling it a camping event and 51% calling it a bicycling event.

Challenge: Build a brand that target both groups and making people aware of this truly unique event.

Results: Since 2021, this event has doubled in attendance and overall awareness. It has become a year long conversation in bicycling community.

Bicycle Across South Carolina



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RX Medic Technology

Problem: Launching a product that seems to be too good to be true. A drug dispencing robot.

Stats: 74% of the participating pharmacists in the survey said they thought using it would be too complicated with a steep learning curve

Challenge: Build confidence among the independent pharmacists in this new product and make it more approachable.

Results: With a campaign that personalised the product making it "human" and making it seenm like adding a high tech assistance to their business, The product launch exceeded expectations in year one and doubled in year two.

FutureScholar, South Carolina 529 College Savings Plan

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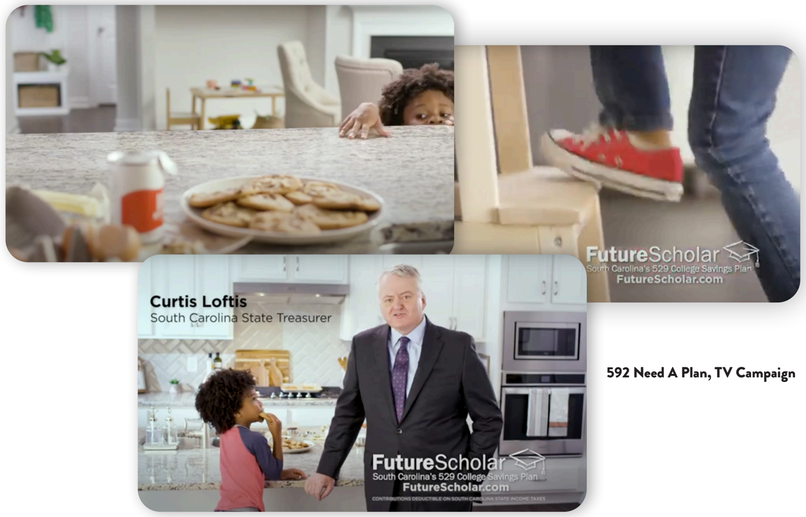
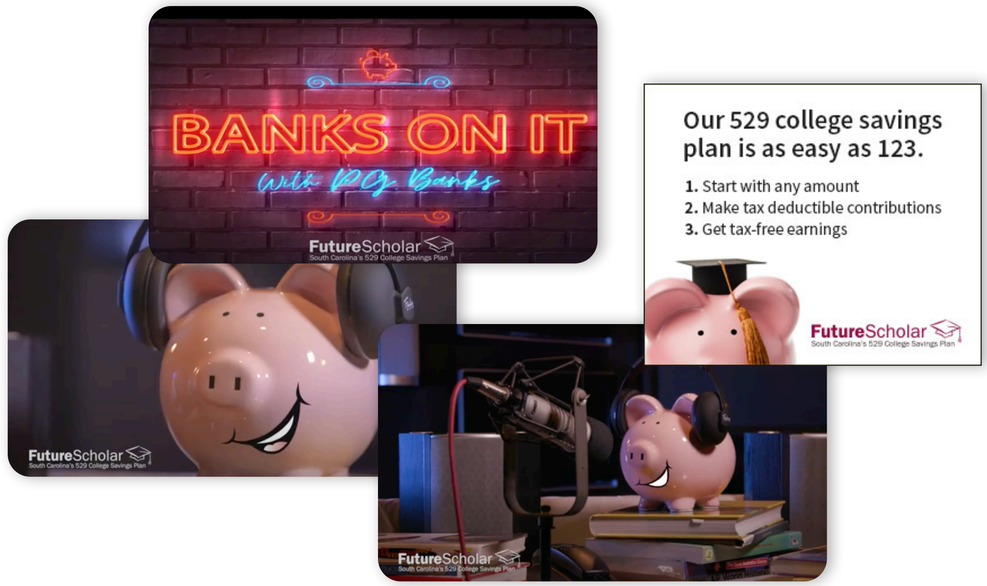
592 Tax and Collage Saving, TV Campaign

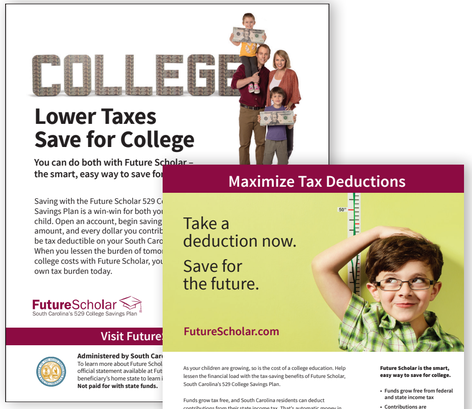


592 Need A Plan, TV Campaign

"Bank on It" with PG Banks video series



592 Tax and Collage Saving, Print Campaign



Problem: The South Carolina 529 Future Scholar Plan struggled to achieve good enrollment early on. They were unable to identify the complete target audience for their product.

Stats: Over 50% of respondents said they did not understand the product. And another 35% felt they were too late to start a plan.

Challenge: Show how easy it is to sign up for the 529 plan and show that you are not too late to start. No matter the age of your children. Do it entertainingly and engagingly.

Results: No one is better at explaining the benefits of Future Scholar than South Carolina State Treasurer Curtis Loftis. We ensure that busy parents hear his points by featuring him in situations that any family can relate to. We also created a video series with an animated character, PG Banks. His job? Keep the flow of 529 information flowing. As a result, 529 enrollment increased by 75% and continues to grow in tandem with South Carolina's population.