

TQPR Vietnam / Introducing Vietnam's first chiropractor

Challenge

Introducing the first ever chiropractic clinic to a market that had never heard of the practise, had no basis for understanding the way chiropractic works, had no word for 'chiropractic' in the local language, no idea about the differences between chiropractic and physiotherapy, or even traditional 'manipulation' therapy.

Strategy and Action

Our strategy in managing media here was to insert basically every opportunity to stress the fact that chiropractic was 'rat noi tieng the gioi' (or 'world famous') for its results, and to then distill this to a local level by providing celebrity endorsements and on-the-spot treatment (even to media in attendance), a CSR contribution to a local cerebral palsy center, and presentations that absolutely started 'from square one' for media.

Results

Absolute saturation coverage. Over 80 clippings, nationwide TV coverage, online discussion of this new therapy that had just made it to Vietnam.

Perhaps the best indicator of the success of this program however can be explained in simple patient volume. The day before our announcement, ACC treated 12 patients. The day after - 50. The following Monday - the clinic was swamped with over 80 patients (and at that time just one doctor).

TQPR
V i e t n a m

American CHIROPRACTIC CLINIC
Vietnam

