

How *Kids Rock Dentistry and Orthodontics* partnered with Wacky World Studios to create an immersive experience that grew into a multimillion-dollar brand.



CASE STUDY



Introduction

Kids Rock Dentistry and Orthodontics is one of the fastest growing privately-owned pediatric dental practices in Colorado Springs, Colorado. In 2015, Kids Rock opened its first location, a 2,600 square-foot facility centrally located specializing in the treatment of infants, children, adolescents, and special needs patients. By 2018, Kids Rock had expanded its practice from 2,600 square feet to 8,303 square feet adding orthodontic care. Today, Kids Rock Dentistry and Orthodontics has three locations, and four additional locations slated; Dr. Stettler and his team have treated over 35,000 children in Colorado Springs and the surrounding areas of the Air Force Academy, Black Forest, Calhan, Ellicott, Falcon, Fountain, Fort Carson, and Monument.

Challenge

Starting his private practice, Dr. Corban Stettler's mission was **to become Colorado Springs' favorite children's dentist**. His vision was to create an environment that put children at the center of the entire experience; focusing not only on excellent medical care, but also inspiring and **educating children and families** about the importance of good dental hygiene and ultimately **reducing the anxiety** that coincides with visiting the dentist.

Solution

Kids Rock Dentistry and Orthodontics made theming the heartbeat of the practice, distinguishing itself from the competition. Wacky World Studios was engaged to bring to life Stettler's vision of creating an immersive experience from the moment the child steps in the door. From concept to reality, Wacky World Studios created custom characters and a whimsical interactive world. Features included:

- Custom **character development**
- Custom **artwork and storyboard**
- 360-degree **wall coverings**
- 2D and 3D **mascots**
- Custom **check-in desk**
- Custom **themed furniture**
- Building **signage package**
- Branded **logo**



“ This is hands down the best dentistry we've been to! We had an amazing experience! It is like stepping into a storybook. I would give more than 5 stars if possible! My son was a little nervous but stepped out of there feeling fearless. Highly recommend this place! ”

Elena Chapin, Google Review (June 2024)

Awards

One year after opening its doors, Kids Rock was named **Colorado Springs Top Dentist** in 2016. The same year it was also designated a Gold recipient of the **Best of Colorado Springs** annual awards.¹

Growth

- 2015 opened **first location**.
- 2016 hired associate doctor.
- 2018 **expanded** facility.
- 2018 added orthodontic care and two doctors.
- 2020 opened **second location**.
- 2021 added two associate doctors.
- 2024 opened **third location**.
- 2024 added one doctor.
- 2026 **fourth location** to open.
- 2029 **three additional locations** slated.

Metrics

- **400 new patient gross average**.¹
- **80% patient retention**¹ (double the national average.)²
- Estimated **\$400,000 annual savings** in marketing expenses due to brand recognition and word of mouth.³
- **\$8,000,000+ gross revenue** (20% higher than national average based on doctors.)⁴
- **5-star rating** on Google (2,342 reviews.)



¹Kids Rock Dentistry and Orthodontics (2024).

²Dental Business Mastermind, Practice Management (2021, April 3). "3 Stats That Indicate a High Performing Dental Practice." Drilldown Solutions. <https://www.drilldownsolution.com/3-stats-that-indicate-a-high-performing-dental-practice/>

³Craig, B; Brian, D; Brian, Z. (2024, June). "How Much Should a Dental Practice Spend on Marketing?" DentalScapes. <https://www.dentalscapes.com/how-much-should-a-dentist-spend-on-marketing/#:~:text=Nevertheless%2C%20most%20established%20dental%20practices,of%20gross%20revenue%20on%20marketing.>

⁴Survey of Dental Practice Report (2023). "Income, Gross Billings, Expenses, and Characteristics." American Dental Association. <https://www.ada.org/en/resources/research/health-policy-institute/dentalpracticeresearch#:~:text=What%20are%20a%20dentist%20average,Survey%20of%20Dental%20Practice%20report>

⁴Google Reviews: Broadmoor, Union, and Woodmen locations (2024, June).

Conclusion

Strategically themed environments foster:

- ① Brand loyalty.
- ② Stress reduction.
- ③ Educational opportunities.
- ④ Joyful experiences.
- ⑤ Engaged participants.

...and ultimately HIGHER REVENUES.



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