Case Study | 5 min read

Broadcast Built the Brand Before Families Ever Walked In

Location: Binghamton, NY
Partner: DeMunn Funeral Home & Cremation Service
Broadcast Partner: WBNG (CBS Affiliate)

From Hidden Gem to Community Cornerstone

For over 30 years, DeMunn Funeral Home served Binghamton families with quiet dignity, perhaps too quietly. Despite decades of distinguished service, many locals struggled to find them, tucked away behind mature Japanese maples that meant everything to the family but obscured their presence from the community.

> *"My parents ran this place for over 30 years, and for most of that time, people would say, 'I've never even heard of DeMunn. Where are you located?' That's not the case anymore."*
>
> **Tim Szczesny**
> Owner & Funeral Director

Today, DeMunn is a recognized name throughout the region, with families specifically requesting their services after seeing their consistent presence on WBNG.

Building Trust Through Consistent Visibility

Since partnering with Chptr, DeMunn's broadcast announcements appear on WBNG with every service they handle. What started as a cost-effective marketing opportunity has evolved into something families actively seek out.

> *"More and more families are asking for it directly. One woman even pounded the table and said, 'Forget the paper—I just want it on the news.' That's when I realized how much this was resonating."*
>
> **Tim Szczesny**
> Owner & Funeral Director

This is what families see on local television, a dignified tribute that reflects DeMunn's legacy of care.



Watch a DeMunn Broadcast Announcement

The repetition of seeing DeMunn's name and logo on trusted local television has created genuine community awareness. Families don't just recognize the name. They request it specifically, often before they've even visited the funeral home.

Measurable Growth Without Additional Burden

DeMunn's busiest period came during the pandemic, when they supported county-wide overflow. Today, call volume is rising again. But this time, it's from organic community demand.

> *"We're a small team, so I can't add things that take extra time or feel like a heavy lift. Chptr fits into what we already do. It just makes that work more visible."*
>
> **Tim Szczesny**
> Owner & Funeral Director

The service integrates seamlessly into their existing workflow, allowing the team to focus on what they do best: serving families during their most difficult moments.

Meeting Modern Expectations

In a region experiencing rising cremation rates and evolving service preferences, Chptr helps DeMunn offer the personalization today's families seek. Rather than generic notifications, broadcast announcements invite community participation and create meaningful ways to honor a life.

> *"People want their story told. The younger generations want that personal connection, that personal touch. When families are scattered across the country, Chptr helps them come together around shared memories and gives everyone a way to participate in honoring that life."*
>
> **Tim Szczesny**
> Owner & Funeral Director

Results at a Glance

- **Growing call volume** from organic, local demand
- **305,000+ local residents reached** via WBNG broadcast
- **Brand recognition** built through consistent presence
- Seamless integration with **no added burden for staff**
- Families specifically requesting broadcast placement

The Power of Community Recognition

The transformation goes beyond marketing metrics. DeMunn's consistent television presence has fundamentally changed how the community perceives and interacts with the funeral home.

> *"The amount of people telling me, 'You're the only one I see on WBNG.' It's just repetition that builds real recognition."*
>
> **Tim Szczesny**
> Owner & Funeral Director

And that recognition matters: WBNG reaches over 305,000 local residents across the Binghamton area, giving DeMunn visibility far beyond what print or digital channels can offer.

Families now arrive already trusting DeMunn's reputation, having seen neighbors and community members choose them for their most important farewells.

Why DeMunn's Success Translates

- Consistent presence on trusted local television builds genuine recognition
- Meets modern expectations for personalized, shareable memorialization
- Integrates into existing packages without disrupting workflow
- Generates organic call volume increase through community awareness

Beyond Marketing: It's About Presence

Chptr has replaced old-school marketing that never quite fit with something far more meaningful. It offers visibility that grows trust, reputation, and results without adding complexity.

Ready to transform your community presence?

Reach out to our partner success team at **sales@chptr.com** to learn how Chptr can help your funeral home build the visibility and trust that drives sustainable growth.