

American Association of
Orthodontists



Agency

Schupp Company

Campaign

American Association of
Orthodontists

Target

Moms

Campaign Duration

Six Weeks

Objective

- Create awareness of key campaign message: *Orthodontists receive an additional two-to-three years of specialized education beyond dental school to learn the proper way to align and straighten teeth.*
- Create awareness of and drive traffic to the *Find an Orthodontist Locator service* at <http://braces.org>.

Strategy

Guest Blogging

Sought out guest post opportunities within parenting and Mom blogs; posted anecdotal articles surrounding campaign information and facts about braces.

Strategic Message Rollout

Centered campaign posts around four distinct topics: braces-friendly recipes, National Facial Protection Month, when to see an orthodontist, and braces myths. Topic distribution was staggered throughout campaign to ensure that engagements remained relevant, compelling, and informative.

Community Building

Twitter was utilized (*@AAOrthodontists – 600+ followers*) to rally a fan base of Moms around campaign material, and to drive traffic to various campaign posts and relevant information. Additionally, groups were created within Ning networks, giving Moms the opportunity to start their own discussions relevant to oral care for children.

Results

- Created 1,000,000+ campaign impressions
- Reached 1,000+ individuals through creator & key-influencer outreach
- Created 800+ campaign posts surrounding AAO awareness and information
- Reached 400+ sites/groups through engagement
- Secured guest-blogger opportunities within Parenting and Mom blogs to distribute controlled, targeted information within popular one-to-many outlets
- Gained valuable sentiment insights regarding how Moms received campaign information

