Creative Brief for: Western Dental
Project: “Smile Again Campaign
Prepared by: SPREAD, Inc.
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Objectives

Goal:
The "Smile Again" campaign is primarily geared towards illustrating Western Dental's leadership in the realm of dental implants of all types. It accentuates Western Dental's commitment to revitalizing smiles and enhancing patient self-assurance. The ultimate aspiration of the campaign is to heighten brand visibility, foster potential client engagement, and amplify the volume of dental consultations and procedures conducted.

Additional Objectives:
Apart from underlining Western Dental's prowess in the provision of various dental implants, the "Smile Again" campaign also aims at fostering positive reviews and testimonials. It intends to motivate patients to share their satisfying experiences on platforms such as Google My Business and other medical review sites. This strategy aims to augment the credibility of Western Dental in the eyes of potential new patients, thereby expanding its client base. Consequently, it seeks to build a robust reputation for the brand, ultimately contributing to its growth and success in the dental industry.

Communication:
The "Smile Again with Western Dental" campaign aims to convey the idea that Western Dental is the trusted partner for restoring and enhancing smiles, providing personalized and high-quality care that allows patients to regain confidence and well-being.

Audience

Who are we talking to?
The ideal target audience for the "Smile Again" campaign encompasses individuals in need of dental implant services. This includes adults who've lost teeth due to various reasons such as gum disease or injury, those dissatisfied with current dentures or bridges, and individuals influenced by reviews and testimonials in making healthcare decisions. The campaign also targets potential patients who might not have previously considered dental implants, as well as those who prioritize high-quality dental care from a reputable provider. Essentially, the campaign appeals to people who value their dental health and are seeking a reliable, long-term solution.

Key target audience insight:
The target audience for the "Smile Again" campaign values their oral health, seeks high-quality dental care, and often conducts in-depth research before choosing a service provider. They are primarily interested in long-term, reliable solutions for their dental concerns over quick fixes. Their decision-making process is significantly influenced

by online reviews and testimonials, reflecting their trust in experiences shared by others. Additionally, their concern for appearance, particularly their smile, motivates their search for the best available dental solutions. Understanding these key characteristics can help shape effective communication strategies for the campaign.

Current consumer beliefs, understanding and barriers:
The audience of the "Smile Again" campaign values durable dental solutions and trusts online reviews. They research thoroughly before choosing a provider and understand the benefits of dental implants. However, they are often concerned about the cost, the procedure's potential discomfort, the time it requires, and they may have misconceptions about the care and lifespan of implants. Addressing these issues in the campaign can strengthen Western Dental's appeal to its audience.

Desired Action: What do we want them to think, feel, or do?

- We want them to think of Western Dental as the reliable and expert option to improve their smile and address their dental needs.
- We want them to feel confident and comfortable when choosing Western Dental, with the assurance that they will receive personalized and high-quality care.
- We want them to schedule an appointment for a dental evaluation and/or treatment, whether it's for themselves or their family, and feel motivated to take the first step towards an enhanced smile and optimal oral health.
- We want them to share their positive experiences with Western Dental online, through reviews and testimonials, so that other members of the community also consider the clinic's services.
- We want them to educate themselves about the available dental treatments, the financing available for those treatments and understand the benefits they can receive by choosing Western Dental as their dental service provider.

Tone/Personality

The "Inspiring" approach in the "Smile Again" campaign aims to motivate and encourage the audience to take positive steps towards an improved smile and optimal oral health. This aspect of the tone will be developed through “transformation stories,” where we share real-life stories of patients who have experienced a positive transformation in their lives after receiving dental treatments at Western Dental.

These stories will highlight how a new smile has improved their confidence, personal or professional relationships, and how they have experienced significant positive changes in their overall well-being. By inspiring the audience through encouraging messages and real examples of transformation, Western Dental will generate a sense of hope and optimism, encouraging them to make positive decisions to improve their oral health and regain self-confidence.

Western Dental® & Orthodontics

Messaging Aim

Each of the following messaging aims is designed to create a comprehensive and appealing portrait of Western Dental, effectively conveying its strengths to the target audience and encouraging them to choose Western Dental for their dental implant needs.

Cost Competitiveness: Convey that Western Dental offers value for money, balancing affordable costs with high-quality implant procedures.

Quality and Success: Highlight Western Dental's high-quality dental implants and the success rates achieved in patient procedures.

Experience and Reputation: Underscore Western Dental's vast experience in the field and its strong reputation as a trusted provider of dental implants.

Accessibility: Emphasize the convenience of Western Dental's numerous clinic locations and easy accessibility for patients.

Patient Satisfaction: Accentuate Western Dental's commitment to patient satisfaction, spotlighting positive testimonials and reviews.

Technological Advancements: Promote Western Dental's use of state-of-the-art implant materials and techniques, showcasing its position at the forefront of dental technology.

Competitive Positioning

The dental implant market is highly competitive, with numerous providers ranging from large multinational corporations to smaller, local clinics. The market is fragmented, with a mixture of established, high-profile dental chains and individual dental practices.

1. Large Dental Chains: These often have a wide geographic reach and can offer a comprehensive range of services, including dental implants. They benefit from economies of scale, significant marketing budgets, and brand recognition. Examples as of my last update in 2021 include Aspen Dental and Heartland Dental in the US.

2. Independent Dental Clinics: These can vary greatly in size and scope but often provide a more personalized service. They may be highly specialized, with some focusing exclusively on dental implants. Their competitive edge often lies in their community reputation and personalized service.

3. Dental Tourism: This has emerged as a competitive force, particularly for more expensive procedures like dental implants. Some patients choose to travel overseas to countries where dental procedures can be performed at a lower cost.

4. Manufacturers and Suppliers: Companies like Straumann, Dentsply Sirona, and Nobel Biocare (as of 2021) are leaders in manufacturing dental implants and related products, driving innovation in the market.

Key competitive factors in this market include the cost of procedures, quality and success rates of implants, experience and reputation of the provider, location and accessibility of clinics, and patient satisfaction levels. Providers often strive to differentiate themselves based on these factors. It's also important to note that the competition is influenced by technological advancements, such as the development of new implant materials or techniques, which can provide a competitive edge.

Strategy

Authentic Transformation Stories: Focus on telling real stories of Western Dental patients who have experienced a positive transformation in their smile and confidence. These authentic stories will be shared through videos, written testimonials, and social media posts. Satisfied patients will be encouraged to share their experiences online, using a unique hashtag like #SmileAgain.

Social Media Emphasis: Boost a stronger social media presence, utilizing platforms such as Facebook, Instagram, and YouTube to connect with the target audience. Visually appealing content, patient testimonials, and inspiring videos showcasing successful dental transformations will be posted. Additionally, audience engagement will be encouraged through contests and challenges related to healthy smiles.

With this strategy, Western Dental's "Smile Again" campaign will aim to transform smiles and inspire confidence in the target audience, promoting the importance of a healthy smile and how Western Dental's services can help achieve it. The combination of authentic stories, social media focus and enhanced patient experiences will establish a genuine connection with consumers and position Western Dental as the preferred provider for restoring and improving smiles.

Executional Mandatories

Technology Mandatories
SPREAD will provide all equipment necessary for filming and editing the captured content.

Legal Mandatories
Needed: Signed patient and employee on-camera releases.

Brand Mandatories

We want to capture as much as the Western Dental logo as possible, as well as neutral backgrounds that can be repurposed as Western Dental B-Roll material.

Any Other Mandatories
HIPPA Compliance at all times. Permissions and releases are mandatory in all cases.

Mandatory Don'ts
No filming of patients or employees without prior consent.

Scope

It will include a series of activities and marketing strategies aimed at promoting Western Dental's services and focusing on smile restoration and improving patient confidence.

Going Forward
Distribution dates / methods TBD