



Consumer Awareness

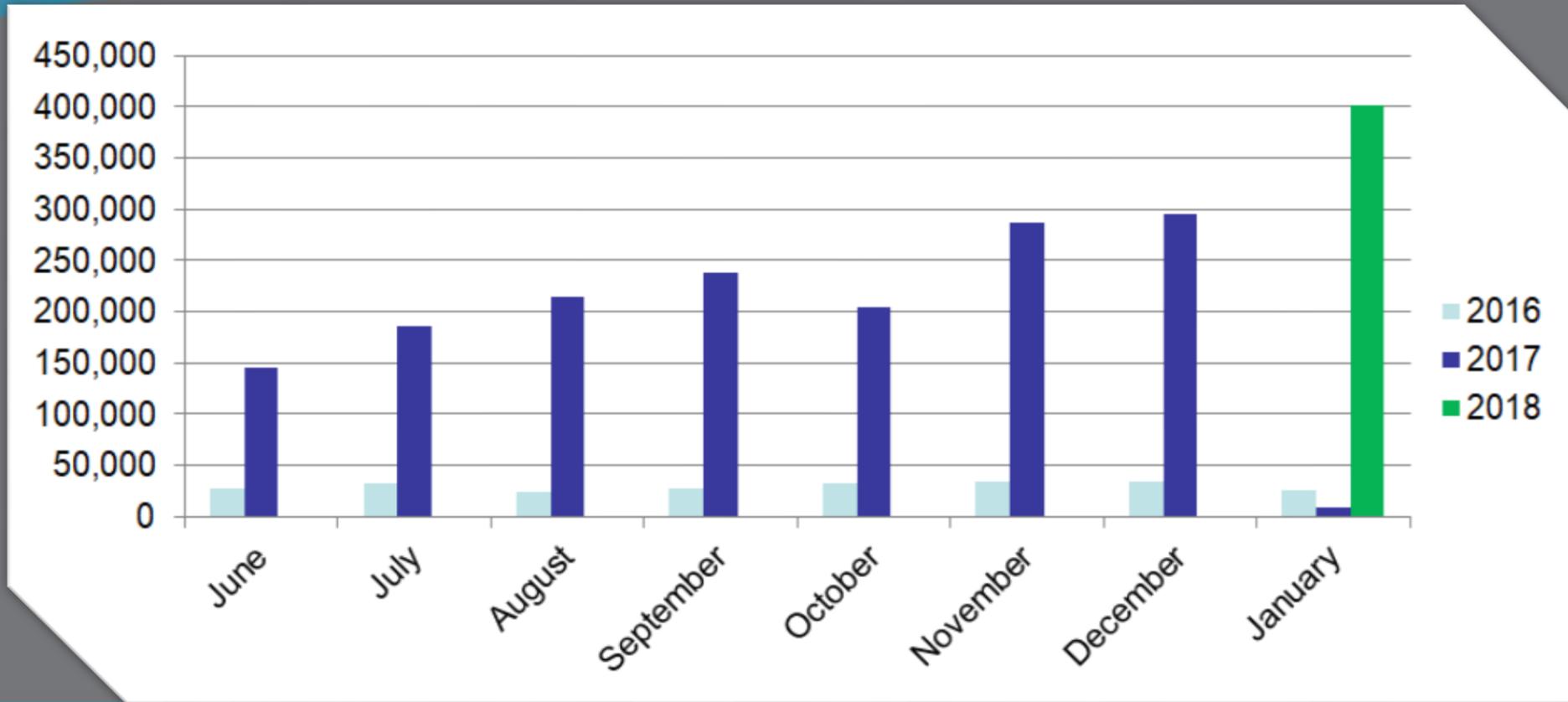


American
Association of
Orthodontists[®]

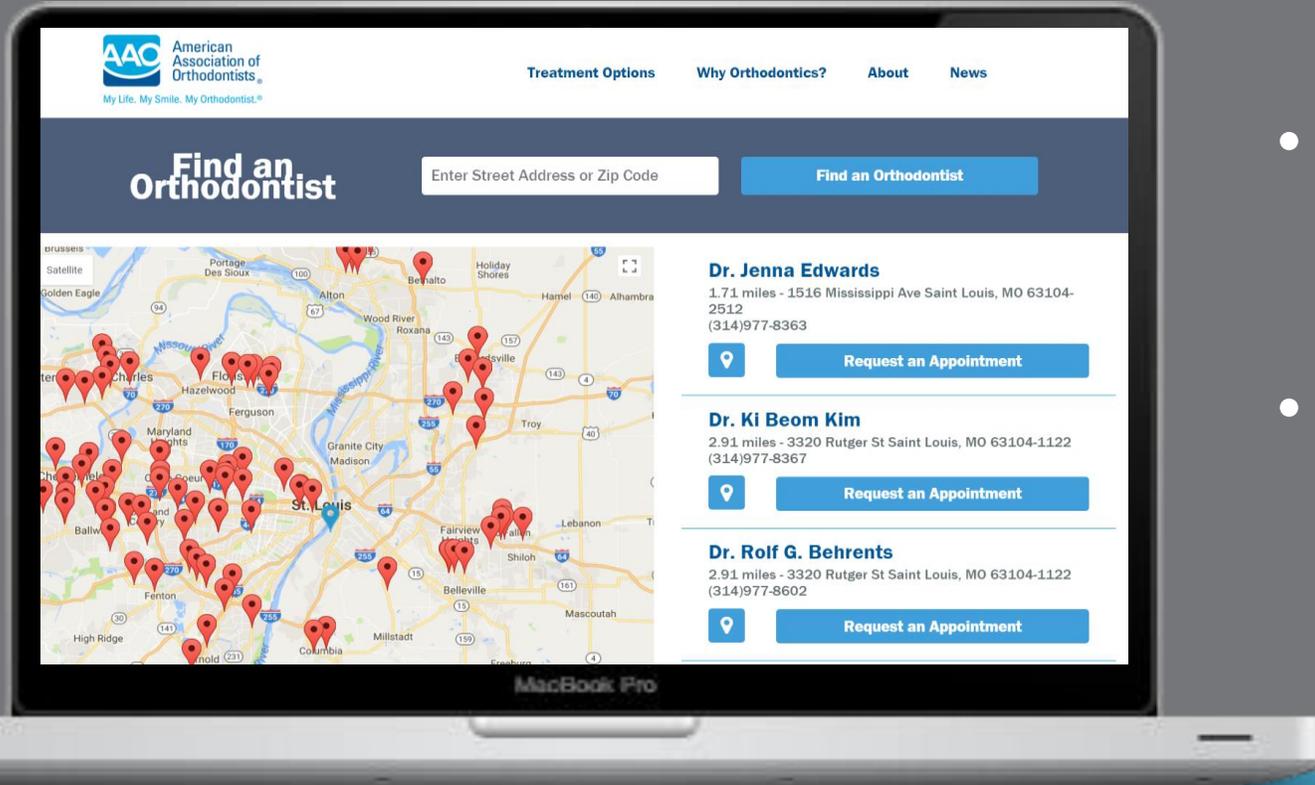
My Life. My Smile. My Orthodontist.[®]

7 Reasons Why The CAP is

LIT!!!



1. Website visits are up 4,600%!



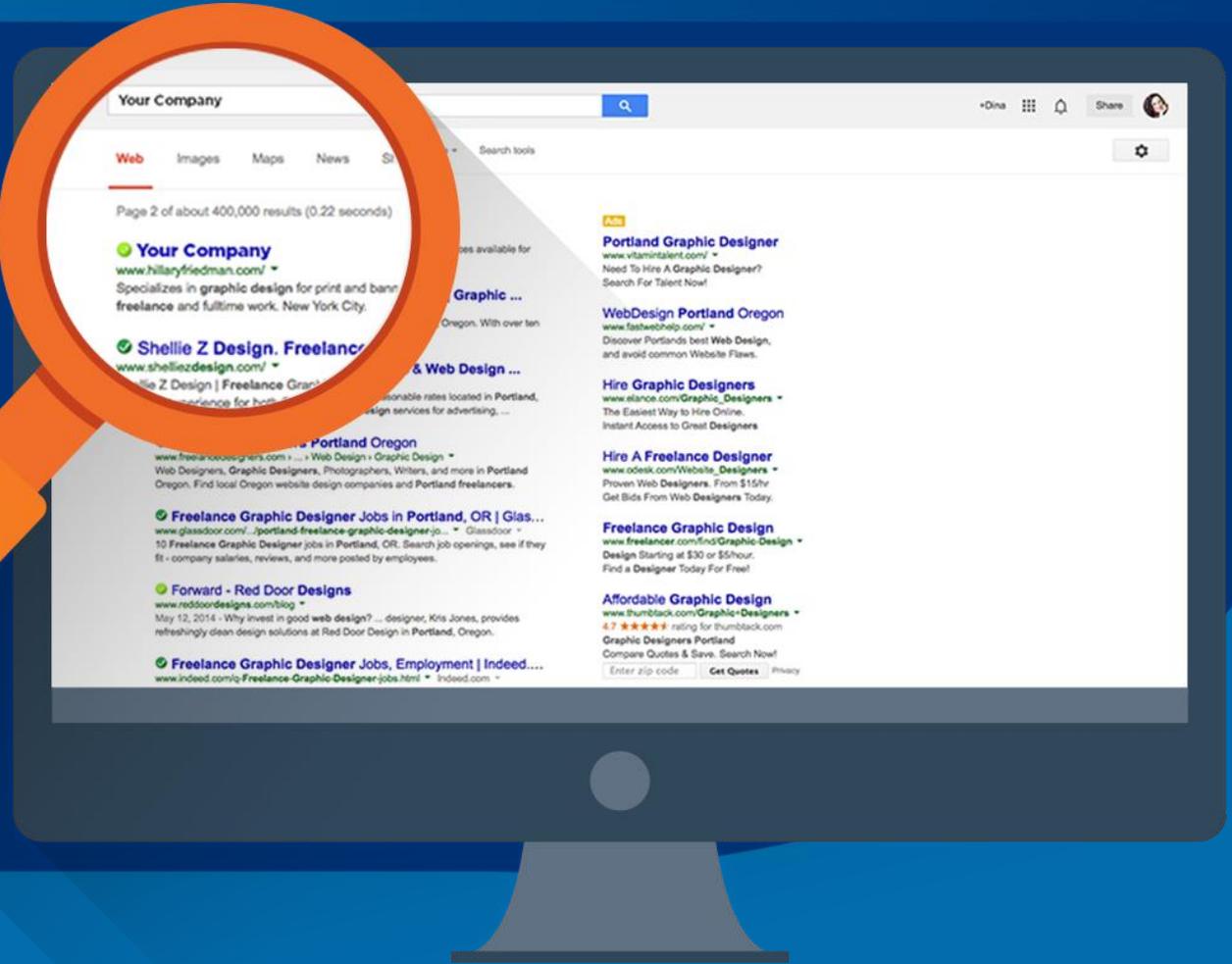
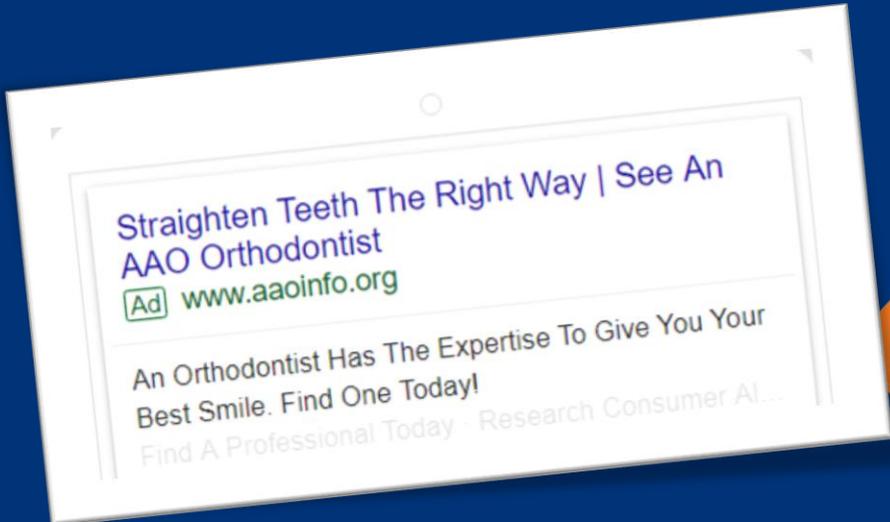
- *Redesigned website + doctor locator*
- *Request appt feature added*

1. Website visits are up 4,600%!

- *Average Monthly Facebook reach now 20-25 million+*
- *CAP on Facebook, Instagram, Snapchat, Twitter, YouTube*
- **@AAOortho**

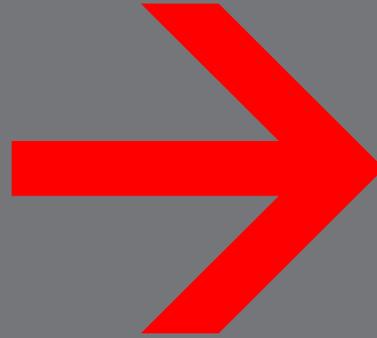
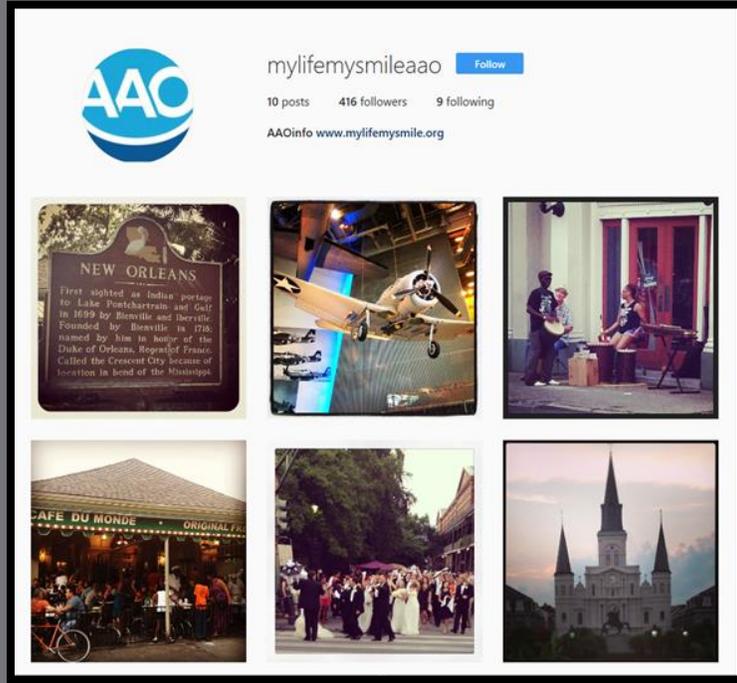


2. HUGE Social Media Reach!

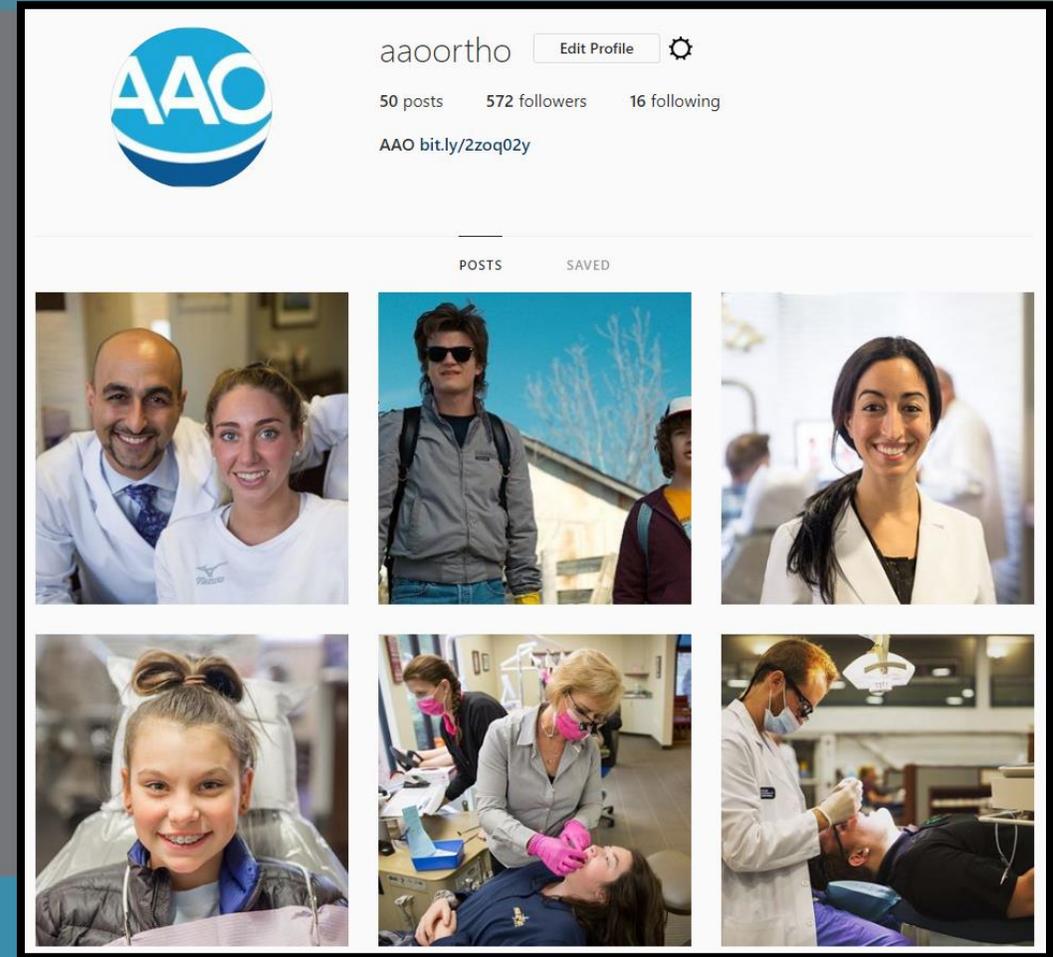


3. Ads in over 3.5 million searches!

Instagram before....

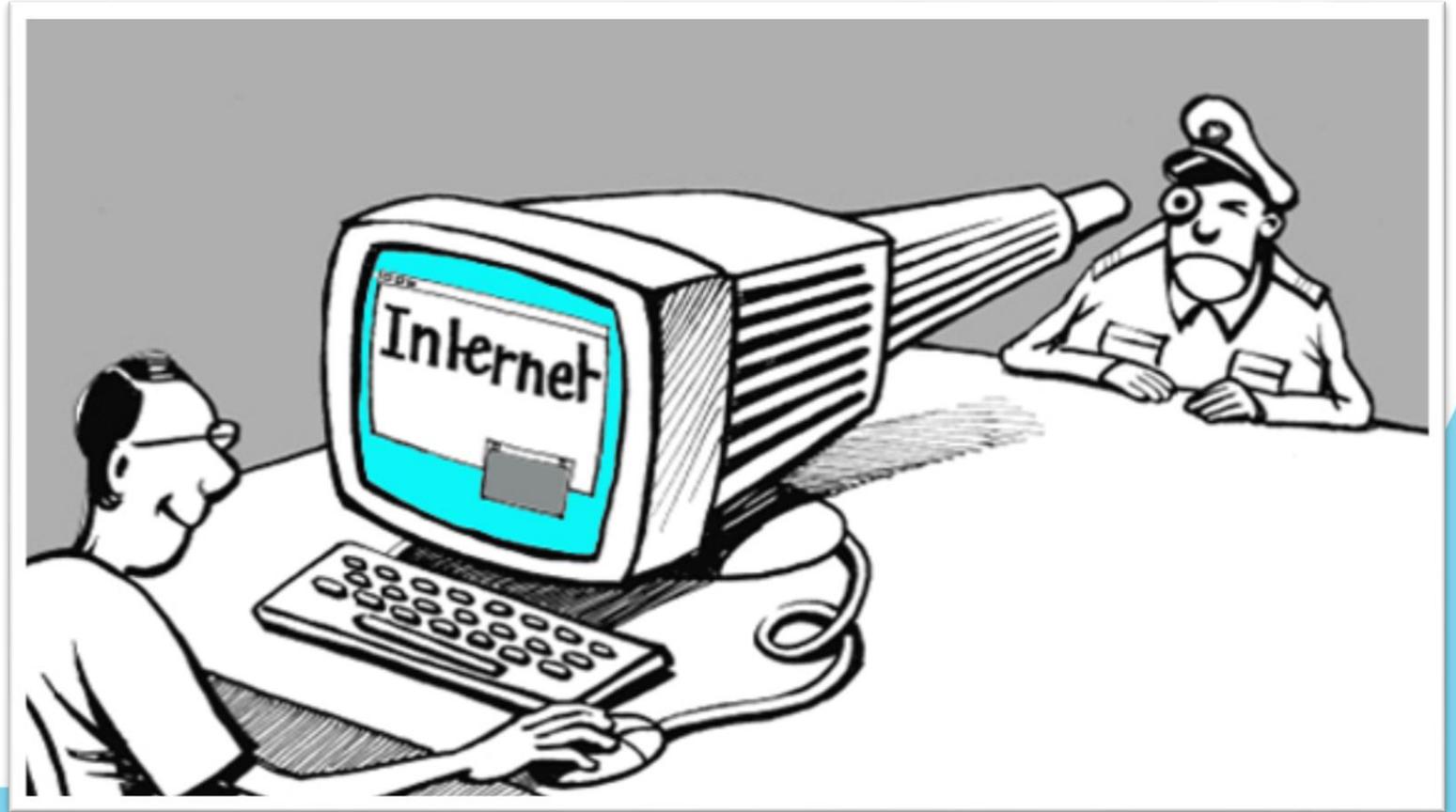


....After.



4. New creative approach!

- *Utilizing internet data to better reach consumers with CAP messaging*
- *Retargeting efforts*

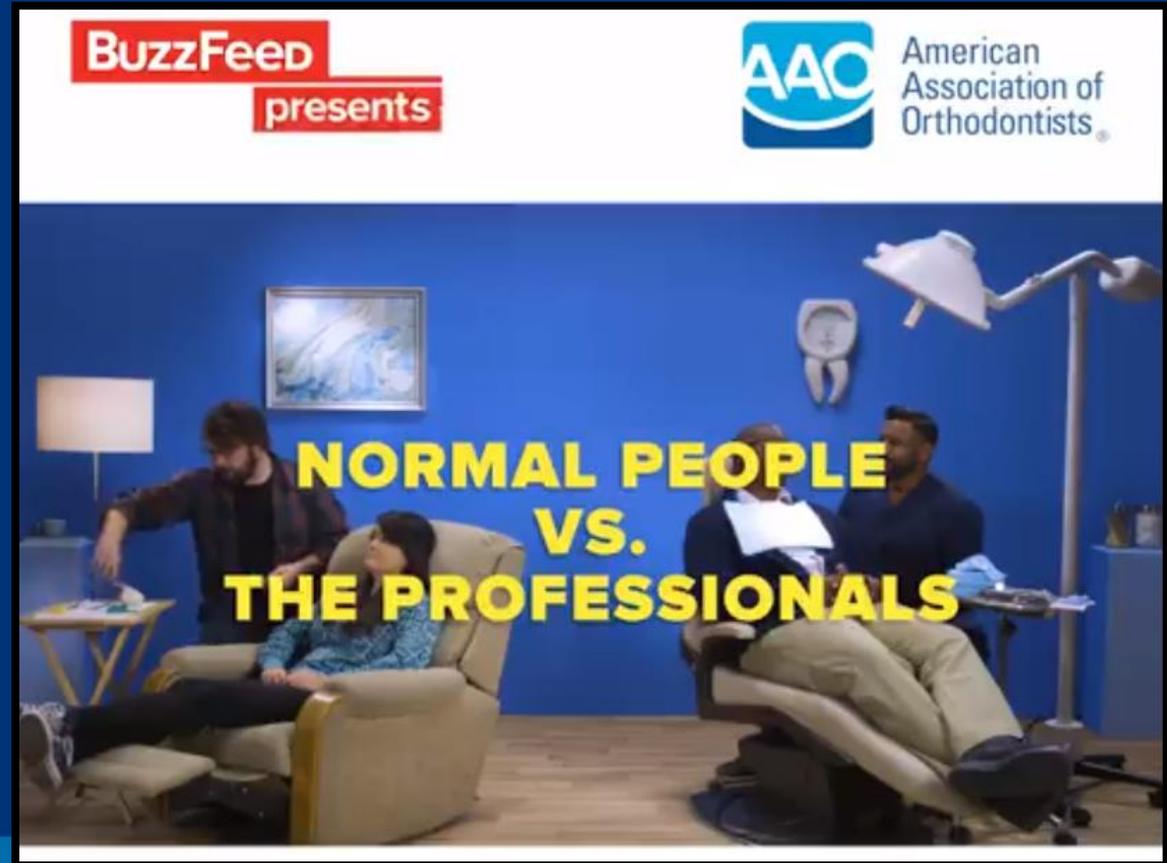


5. BIG DATA!

Campaign example:

“Non-Pros vs. Pros”
Buzzfeed, Dec ‘17

9 million+ Views



6. Multiple Campaign Approaches!



American
Association of
Orthodontists[®]

fail

DON'T
DO THIS AT HOME!



Campaign example:

***“7 Myths About Orthodontic Treatment”
NOHM ‘17***

MYTH:

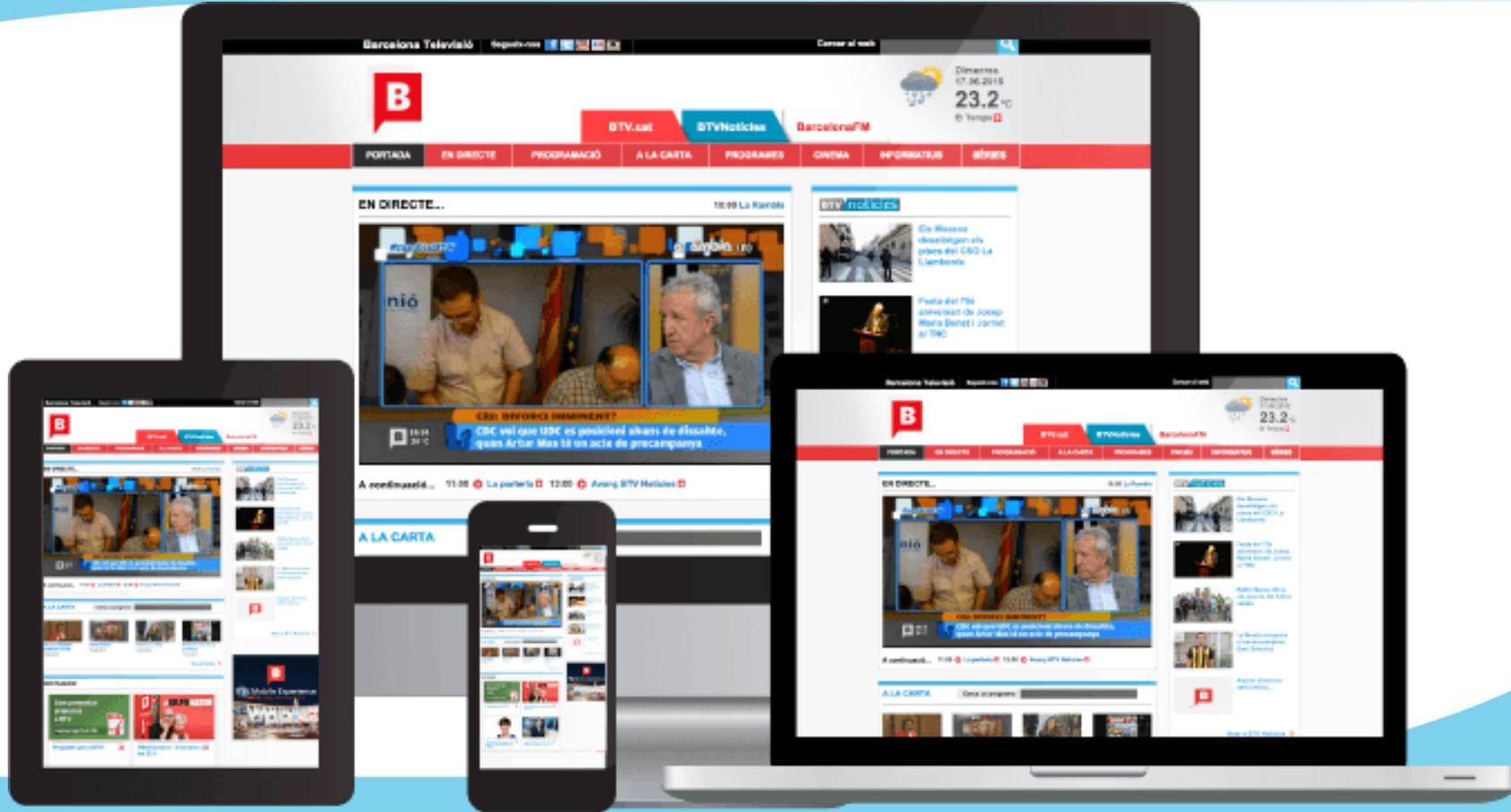
Anyone who provides braces or aligners is an orthodontist.

TRUTH:

Many are not, including general dentists and online companies that offer aligners or braces. Only an orthodontist has the training, the experience, and the treatment options to give you your best smile.

Learn more at aaoinfo.org/truth

6. Multiple Campaigns!



7. SO MUCH MORE!



Zack Faber reviewed American Association of Orthodontists — 5★

December 10, 2017 · 🌐

Great new video that they made. Great information for the public and each orthodontist. If you are not having your orthodontics done by an orthodontist, you are truly missing out.

👍 Enrique Cruz



Douglas Palaganas reviewed American Association of Orthodontists — 5★

December 9, 2017 · 🌐

I love my profession, and the AAO is what looks out for our best interest... I Love it and where it is headed!

🔗 Share



Tim Shannon reviewed American Association of Orthodontists — 5★

December 9, 2017 · 🌐

I've been a member for nearly 20 years. Now, more than ever... I appreciate the steps that are being taken to protect our profession and the public.

👍 Enrique Cruz, Amy Thomas and 2 others



George Pliakas reviewed American Association of Orthodontists — 5★

December 11, 2017 · 🌐

Kudos to this great organization for protecting the public and the profession.

👍 Like

💬 Comment

🔗 Share



Randy Feldman reviewed American Association of Orthodontists — 5★

December 19, 2017 · 🌐

Kudos! Most accurate and well done! AND that is why there are specialists! Why short change the public with lack of knowledge! Specialists go the extra educational mile...and THAT IS WHAT IT IS ALL ABOUT! Non-Orthodontists do NOT KNOW what they do NOT know! SIMPLE, eh?? 😊))

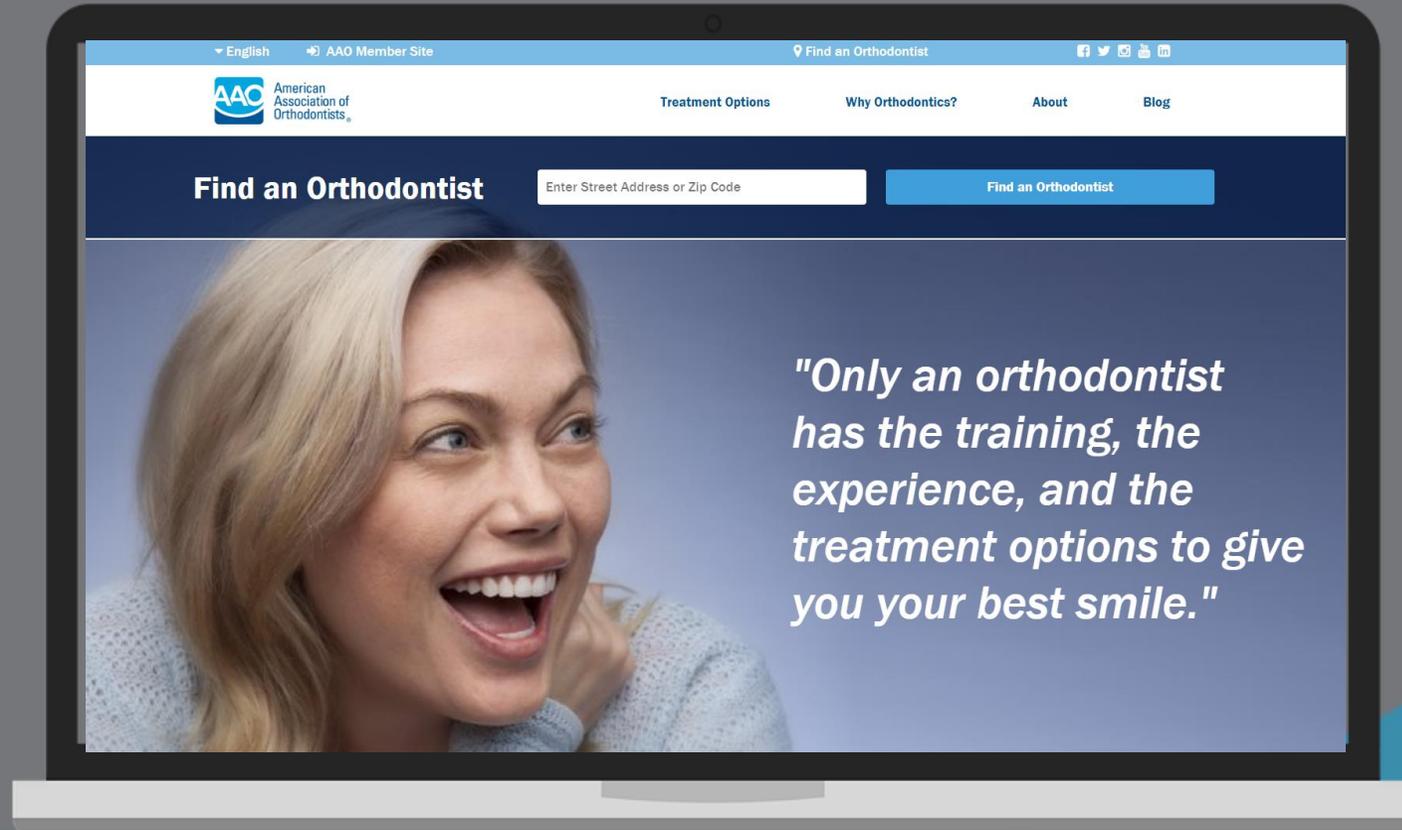
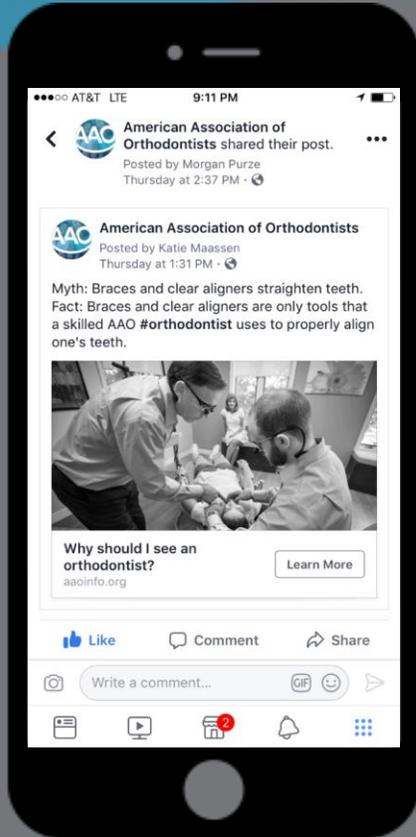
👍 Like

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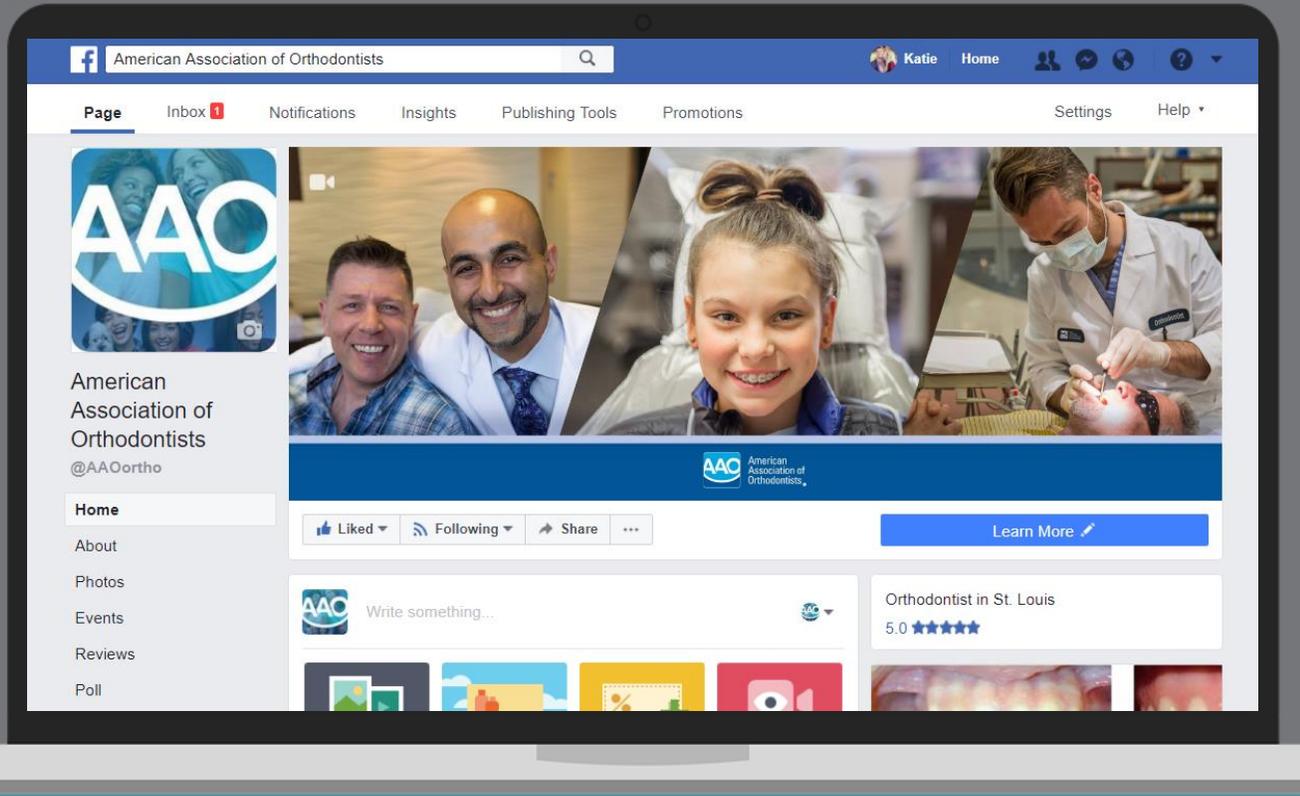
What are members saying?



CAP: Advocating For Patients & the Profession



How can YOU help CAP?



SHARE CAP posts on social media!



Currently accepting applications through May 2018

Materials at AAOinfo.org

Component Support: CAP Matching Grant Program



Thank you!



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