

Carolina Dentistry on My Mind

Creating brand awareness in every corner
of the Tar Heel nation



CAROLINA DENTISTRY ON MY MIND PROPOSAL

- Meet the Word of Mouth team
- Our Objectives
- Our Strategies
- Our Tactics
- The Budget
- Timescale
- Evaluations



MEET THE TEAM



**Lia
Esposito**



**Samantha
Hopper**



**Steven
McGee**



**Kaitlyn
Rivera**



**Nicole
Wesche**



OUR OBJECTIVES

By creating branded promotional items to disburse throughout the Triangle area, our campaign strives to heighten the brand awareness surrounding Carolina Dentistry and bring it to the **top of mind** for patients.



OUR STRATEGIES

Phase 1: Revamp

Proposals that deal with easing the patient questions and concerns and relevant news.

Phase 2: Reach Out

Proposals that deal with connecting with local businesses and schools to highlight Carolina Dentistry as a community partner, all to reach new publics.

Phase 3: Reconnect

Proposals that deal with connecting with an older population of clients to show that Carolina Dentistry is a dental provider for all.



PHASE 1

REVAMP





[New Patient](#)

[Existing Patient](#)

[Services](#)

[Contact Us](#) v

[MyChart](#) ↗



First in care. For

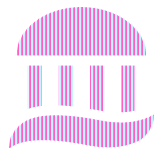
SAME WEBSITE, NEW LAYOUT

Rename the 'MyChart' tab in the menu bar to **'Appointments'** for clarity and simplicity in making an appointment online for new users who are unfamiliar with MyChart.

Relocate the **'About Us'** page from the bottom of the site to the top to jumpstart the relationship and familiarity with Carolina Dentistry by the clients.

Offer a **Spanish** option on the website to reach the Spanish-speaking target publics.





Carolina
Dentistry®
First in care. For the people.®

New
Patients

Existing
Patients

Services

About
Us



Co
Us



First in c



Odontología
Carolina[®]
Primero en atención. Para todos. ®

Nuevos
Pacientes

Pacientes
Existentes

Servicios

Sobre
Nosotros



**Primero
atención**

NEWSLETTERS

Monthly newsletters will be delivered directly to patients' inboxes. **Catchy yet informative**, these newsletters notify people of upcoming events, personal touches like dentist highlights, fun teeth facts, and multiple **links to appointments**. We will give Carolina Dentistry an **easy-to-fill-in template** to add their own content every month.

Subject:



Opening headline

Lorem ipsum dolor sit amet. Qui accusantium fugit est provident neque ut quisquam quibusdam ut architecto quidem ea officia officiis aut possimus quia. Et vero pariatur sit consequatur totam eum modi quaerat. Cum deserunt galisum est magnam sunt aut reiciendis molestiae et laborum soluta et autem quaerat aut

Doctor highlight

Lorem ipsum dolor sit amet. Qui accusantium fugit est provident neque ut quisquam quibusdam ut architecto quidem ea officia officiis aut possimus quia. Et vero pariatur sit consequatur totam eum modi quaerat. Cum deserunt galisum est magnam sunt aut reiciendis molestiae et laborum soluta et autem quaerat aut repellendus dolorum hic voluptas quam. In perferendis nobis est excepturi nihil et sunt sapiente ea laborum aperiam!



Upcoming Events

Date - Event

Date - Event

Date - Event

Teeth joke of the month:

Lorem ipsum dolor sit amet.

Qui accusantium fugit est



Subject line: Need a New Year's Resolution? Get back to the dentist!



From all of us at Carolina Dentistry, happy New Year.

It has been another unprecedented year, and through all of the ups and downs, we are here for your health. We hope you've enjoyed the holiday season, complete with sweet treats and company.

And what better time than after the holiday season to get back to the dentist! Whether you are an avid flosser or can't remember the last time you picked up a roll of floss, at Carolina Dentistry, we can take care of your teeth.

But wait—is it safe?

We know what you're thinking: when dentists are that up close and personal with your mouth, is it COVID-safe to come into the office for a cleaning? The answer is yes.

At Carolina Dentistry, your health is our first priority. The dentist's office is one of the safest places you can be, as our practitioners are aware of the risks and taking all precautions to keep you safe. We have had zero instances of COVID transmission in the office and over 90% vaccination rate among our staff.



Still not convinced? Try telemedicine!

With the latest technologies and trained doctors, you can receive the care you need from the comfort of your own home. From diagnoses to prescriptions, we can screen you over the phone or video, and from there, we can decide if you should come into the office. Teledentistry is easy and effective, and you can book your appointment [today](#).



Upcoming events at Carolina Dentistry

- Jan. 13 - Alumni Dinner
- Jan. 28 - Visit from Grayson, the rehabilitative facility pup!
- Feb. 7-13 - Wellness Week
- Feb. 22 - Raffle winners announced

What does a dentist call an x-ray?



A tooth-pic!

Time to book your next appointment? Click [here](#).

Six-month appointment matchup	
January	July
February	August
March	September
April	October
May	November
June	December



PHASE 2

REACH OUT



CUSTOM MOUTHGUARDS

Carolina Dentistry will partner with local high school **football** and **hockey** teams since both are high contact sports notorious for needing mouthguards. Each athlete will receive a **custom branded mouthguard** to keep Carolina Dentistry on their minds and their teeth. Carolina Dentistry has the opportunity to be involved in the **community** and stress that it is **safe** to return to the dentist, especially if they have an emergency.





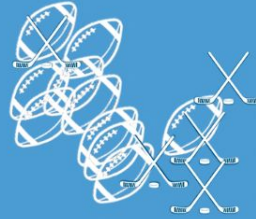
High School Football Teams

Apex High School (Apex)
Carrboro High School (Carrboro)
Chapel Hill High School (Chapel Hill)
East Chapel Hill High School (Chapel Hill)
Green Hope High School (Cary)
Jordan High School (Durham)
Millbrook High School (Raleigh)
Orange High School (Hillsborough)
Panther Creek High School (Cary)
Riverside High School (Durham)



Ice Hockey Rinks

Orange County Sportsplex
Polar Ice House Cary
Polar Ice House Garner
Polar Ice House Wake Forest
Raleigh Ice Plex

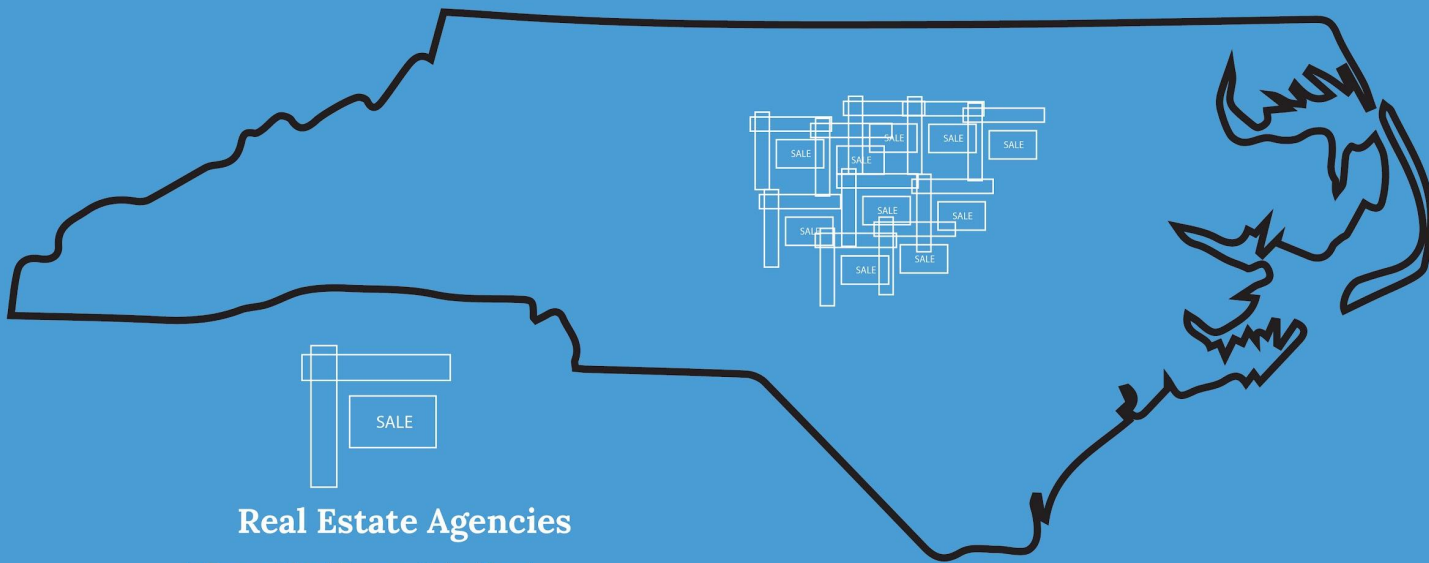


Carolina
Dentistry

BRANDED HOUSEWARMING GIFTS

Everyone **wants to feel welcomed** into their new home when they move to a new area. By providing **practical items** for daily use, or even just for trips away from home, Carolina Dentistry will remind patients that they are there for them **outside the office**.





Real Estate Agencies

Triangel Real Estate Chix (Cary)
Triangle Area Real Estate (Chapel Hill)
Triangle Home Team Realty (Apex)
Inhabit Real Estate LLC (Durham)
Ryan Cassidy - Real Estate Agent / Realtor (Chapel Hill)
Team Triangle Realty, LLC (Durham)
Triangle House Hunter (Chapel Hill)
Real Estate Associates Inc (Durham)
Urban Durham Realty (Durham)
The Oceanaire Realty, Triangle (Raleigh)



Carolina
Dentistry

CUSTOM PAPER STRAWS

Carolina Dentistry will partner with local Chapel Hill coffee shops to offer **branded paper straws**, **increasing awareness** among UNC students. The paper straws will appeal to sustainably-minded students and prevent coffee stains on teeth simultaneously.



PHASE 3

RECONNECT



A BROCHURE WITH TWO HOMES

PlayMakers Repertory Company

The brochures placed in PlayMakers Repertory Company would be displayed as **QR codes**. These scannable digital brochures would be available in both the Kenan lobby and the Paul Green lobby of the UNC Center for Dramatic Arts.

Local Nursing Homes / Assisted Living Centers

The brochures placed in nursing homes and assisted living centers would be displayed as **printed brochures**. These brochures would be identical to the digital brochures, including information about Carolina Dentistry, services offered, and COVID-19 information.





Home of the
experts of the
UNC Adams
School of
Dentistry.

Contact us

385 S. Columbia St. Chapel Hill, NC 27599
(919) 537-3737
www.CarolinaDentistry.org

Carolina Dentistry

FIRST IN CARE.
FOR THE PEOPLE.

THE BROCHURE

Our Services

General and Preventative Care
Craniofacial Center
Dental Implants
Dental Sleep Medicine
Geriatric / Special Needs Dentistry
Gum Disease (Periodontics)
Operative (Aesthetic) Dentistry
Oral and Maxillofacial Pathology
Oral and Maxillofacial Radiology
Oral and Maxillofacial Surgery
Oral Medicine
Orofacial Pain & TMJ Disorders
Orthodontics
Pediatric Dentistry
Prosthodontics
Root Canal Therapy (Endodontics)

Quality dental care and
oral health is our
passion. Come visit us
today!

About us

What is Carolina Dentistry?

Carolina Dentistry is the dental office of the UNC Adams School of Dentistry. It is where our students learn and our faculty provide care. It includes what was known as the Dental Faculty Practice, the graduate student clinics and the student clinics.

MyChart

MyChart is used to provide the patient with access to dental records, dental visits, scheduling appointments, and paying dental bills.

COVID-19 Precautions

- Arrive 15 minutes early to make sure you have time to complete an in-person screening process.
- Masks are required.
- Patients may bring one guest to their appointment. Minor patients should be accompanied by one guardian. All visitors and guests will be screened upon arrival.
- Review appointment reminder information before your appointment.

OUR BUDGET

Mouthguards

Hockey Mouthguards: 23 for \$1180 at Impact Mouthguards or 23 for \$3320 at Gladiator Custom MouthGuards.

Football Mouthguards: 50 for \$1000-\$3500 from different vendors.

Brochures

50 digital Carolina Dentistry brochures for \$150 from Beaconstac, 500 printed brochures for \$200 from VistaPrint, or a combination for \$400.

Tote Bags

Branded tote bags in shipments of 250 range from \$465 - \$810 from different vendors.

Paper Straws

Custom paper straws range from \$1,150 to \$8,250 from OpenTip depending on quantity.

Travel-Size Mouthwash

Custom branded mouthwash with shipments of 1,000 range from \$800-\$3,000 from Alibaba.



OUR TIMESCALE

Spring

Website layout gets updated and a Spanish option goes live.

Newsletter starts going out in January and QR code/brochures start popping up.

Summer

Housewarming goodie-bags start being presented to new homeowners to coincide with peak home-buying season.

Coffee shops receive Carolina Dentistry paper straws to give with iced coffee orders.

Fall

High school football teams start receiving and playing with their new mouthguards.

Winter

High school hockey teams start receiving and playing with their new mouthguards.



EVALUATIONS

Website Traffic

We strive to increase the awareness of Carolina Dentistry and direct patients toward the website, so we will monitor the success of the campaign through the number of visits to the website.

Client Satisfaction

One of the most important parts of any business is to make clients happy, so through post-care and quarterly surveys, along with social media interactions, we will monitor the satisfaction of Carolina Dentistry patients.

Dental Appointments

The most important part of this campaign will be getting patients in the door. So, we will monitor the number of appointments for Carolina Dentistry to make sure that we are meeting the desired increase.



WHAT WE LEARNED

COVID-19 Precautions

Even as the world gets closer to being past the COVID-19 pandemic as vaccines and mask mandates continuously lower the number of infections, being aware of client's safety and comfort levels was crucial to our campaign's success.

Team Synergy

Creating a cohesive campaign to meet all of the client's needs would not have been possible without the creativity, specialization, and personality of every member of our team and our campaign is better for it.

Growing Local Company

Starting a company right before the start of the global pandemic was not initially beneficial for Carolina Dentistry. However, it gave us the unique opportunity to grow the brand with them and show everyone what Carolina Dentistry can do for them.

Real-World Experience

We appreciate the unique design of this class and campaign along with its ability to show us what it takes to create a fully functioning campaign to meet differing criteria of needs. It will be nothing but helpful for all of us as we enter the workforce after graduation.



“It has been an absolute pleasure working with Carolina Dentistry. It has been very encouraging that they are so willing to hear our ideas.”

Word of Mouth PR Team Member, Lia Esposito



Thank you for the opportunity to work for you this semester!

From all of us at Word Of Mouth Public Relations, we want to extend our deepest gratitude for this opportunity and being an amazing client to work with.

