



CAROLINA DENTISTRY ON MY MIND  
MEJO 634.001  
Final Campaign Report for Carolina Dentistry  
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## MEET THE TEAM



# Word of Mouth Public Relations



**Nicole Wesche** is a senior from Clarksville, MD pursuing a major in Public Relations and minors in Business Administration and History at the University of North Carolina at Chapel Hill. Nicole has worked as the Communications Intern for the Global Business Alliance and now interns at Chapel Hill Bible Church. She is passionate about helping others and volunteers with the Carolina for the Kids Foundation as Media Relations Subchair and supports UNC Athletics by serving as a Marketing Director for Carolina Fever. As a patient who actually enjoys the taste of fluoride, Nicole is excited to help the Adams School of Dentistry this semester.

**Samantha Hopper** is a senior from Los Angeles, CA and is a double major in Advertising/Public Relations and English at the University of North Carolina at Chapel Hill. Eager to learn and help companies reach their audiences, she has previously interned in the Brand Consulting department at Creative Artists Agency and as a Copywriting Intern at 160over90, an Endeavor company. Samantha serves as the Campaigns Team Lead for 1893 Brand Studio, a UNC student-run full service marketing agency. Samantha is proud to have never had a cavity in all her 22 years and is excited to sink her teeth into strategic communication efforts for Carolina Dentistry.





**Kaitlyn Rivera** is a senior from Asheville, NC, majoring in Advertising and Public Relations and minoring in History at the University of North Carolina at Chapel Hill. Kaitlyn began interning for a small copywriting business, Content to Conversions, based in New York City and has recently accepted a position with the company for the next six months. She is passionate about helping small business owners work towards expanding their businesses while reaching both professional and personal goals. As a thorough tooth brusher and proud Tar Heel, Kaitlyn is excited to work with the Adams School of Dentistry.

**Steven McGee** is a senior from Winston Salem, NC with a double major in Advertising/Public Relations and Religious Studies at the University of North Carolina at Chapel Hill. Steven has interned for Puppet Show Inc. in Chapel Hill, NC as a public relations specialist during the Spring 2021 term. Steven has also received his real estate license for the state of North Carolina, and is passionate about delivering the utmost service to his clients. After visiting the dentist for 22 years, he still gets excited about the sticker bowl at the end of every visit.





**Lia Esposito** is a senior from Huntersville, NC, majoring in Public Relations and minoring in English at the University of North Carolina at Chapel Hill. She is passionate about professional growth and feminism, which led her to intern for The Rehearsal Club, a nonprofit in New York City dedicated to helping women starting in the performing arts industry. This past summer, she interned for the Charlotte fintech company LendingTree on the brand marketing team. Lia is excited about helping Carolina Dentistry with their PR needs as a proud Tar Heel and avid flosser.

## CLIENT BACKGROUND

### Carolina Dentistry Background

Carolina Dentistry identified an opportunity for growth based on two challenges: fear and uncertainty surrounding the return to the dentist after the pandemic and the competition among dental practices. Carolina Dentistry's goals can be met by alleviating anxiety, showing it is safe to go to the dentist and helping current and potential patients see that Carolina Dentistry is where they should go for all their dental needs.

### Target Groups

Word of Mouth PR has identified three groups we suggest Carolina Dentistry target:

1. **Parents:** Parents with children who are under their parents' care are a primary target audience for our campaign because they are the ones who decide on a dentist for their family. Parents also provide the potential for long-term patients because very few patients, including children, switch dental providers unless they are forced to. Therefore, by investing in parents, we are not only investing in getting more patients in the door today but in the longevity of Carolina Dentistry.
2. **Seniors:** Carolina Dentistry specializes in geriatric oral care, so we wanted to focus on senior citizens, ages 65+. This generation holds 70% of the U.S.'s disposable income (Roth, 2020). They also require more expensive and more complex dental care. As a result, the cost of dental care is not as big of a burden if certain procedures are not covered under insurance. So, this generation should also be a main target for Carolina Dentistry because of their need for dental care combined with their spending power.
3. **College Students:** In addition to parents and seniors, there are also 30,000 college students in Chapel Hill who are away from their primary dental provider at home. Although students are unlikely to switch their dentist prior to graduation, students will still require emergency dental work and need a provider to be top of mind when the situation arises. Therefore, students are a tertiary target for our campaign as they are located right in Chapel Hill away from their primary dentist with dental needs that can be met.

## PROPOSED CAMPAIGN

### Campaign Overview

In this campaign, *Carolina Dentistry on My Mind*, the goal is to bring awareness to the local Triangle community about Carolina Dentistry and the services offered. After raising awareness, the objective is ultimately to get more patients in the doors—both physical and virtual—of Carolina Dentistry to be seen for dental care, whether routine or other types of appointments. The strategy behind this campaign is to reach new audiences as well as reconnect with existing patients and ease patient concerns about going back to the dentist during COVID-19. We hope to make patients feel comfortable that they will not risk transmission in the office. By meeting patients where they are in their lives, through community engagement, pop-ups and digital media, we will show them that Carolina Dentistry can easily be integrated into their busy lives, especially with the offering of teledentistry appointments.

First, we bring awareness, then action. As we found out in our research, many people do not know that Carolina Dentistry is a separate entity from the UNC Adams School of Dentistry and that its services are available to patients. Therefore, the first steps of our campaign must



address the lack of information individuals currently have about the office. Next, we show why patients should choose Carolina Dentistry above all competitors. We believe that through this campaign, Carolina Dentistry will emerge on top of competitors, as the efforts will span a wide range of audiences and engagement methods. We have split this campaign into three phases:

1. **Revamp:** The first phase encompasses redoing internal materials as well as starting new outreach efforts.
2. **Reach Out:** In this phase, we will reach new audiences and expand Carolina Dentistry's patient base.
3. **Reconnect:** The final phase regards circling back to audiences Carolina Dentistry may have lost touch with over the course of the pandemic.

## **Tactics**

### **Phase One: Revamp**

Crucial for the launch of *Carolina Dentistry on My Mind* is for Carolina Dentistry to put forth a consistent, inviting and easy-to-follow brand image, and this includes its internal materials and owned media. In this first phase, we will ensure that Carolina Dentistry appears strong and stands out against competitors.

#### **Tactic #1: Website**

An online presence that is user-friendly, updated and consistent is critical to a successful awareness and outreach campaign. Our research found that website accessibility and ease of making appointments are make or break factors for current or potential patients in selecting and staying with a dental provider. Therefore, having a website that is accessible and easy to use is imperative to reaching all our identified target publics. Carolina Dentistry's current website provides an engaging interface that is informative and contains relevant resources for patients. The first component of our campaign is an addition to its site to ensure the consistent and easy-to-follow brand image is maintained. First, we recommend executing this tactic by renaming the "MyChart" tab in the heading to simply "Appointments" (Appendix A). Our research found that people were confused with how to make appointments at Carolina Dentistry and that many respondents were not familiar with MyChart. So, they would not understand the "MyChart" tab is where appointment scheduling lies. This minor labeling change will assist in clarity and simplicity for new patients looking to make an appointment for the first time.

Our next recommendation is to relocate the "About Us" page to the top Carolina Dentistry's website. Our research shows that interpersonal relationships between patients and oral hygienists are important. Thus, the prominence of a personal About Us page highlighting the story of Carolina Dentistry along with biographies of their staff could jumpstart these relations, leading to a more positive customer satisfaction rate.

Finally, we propose adding a Spanish option on Carolina Dentistry's website and to MyChart (Appendix B). Carolina Dentistry indicated that there is a large Spanish-speaking population it desires to reach. Offering a user-friendly site in Spanish is critical to reaching the Chapel Hill Spanish-speaking populations within each of our target publics because it increases accessibility, and ultimately patients in the door, by allowing this group to easily read about the office and make an appointment without a language barrier.

**Tactic #2: Email newsletter series**

Through our research, we learned that patients' preferred method of communication with dentists and medical professionals is through email. They emphasized again and again that they pay attention to messages in their inbox rather than social media posts. Email newsletters may not be the shiniest or newest tool, but when done well, they are extremely effective. According to a recent study, email marketing still tops the charts compared to organic search, paid search, and social media when it comes to customer acquisition and retention (Mohsin, 2020). For this reason, and to target the audience of parents (25-45 years old), we propose that Carolina Dentistry begin a monthly email newsletter starting in January of 2022 (Appendix C). These newsletters should be engaging, upbeat and informative. In our newsletter mock-up, found in the appendix, we used the subject line "Need a New Year's resolution? Get back to the dentist!" Not only is it timely, immediately there is a call to action that patients can respond to (Appendix D). The use of photos, GIFs and videos in emails all help with consumer engagement. Within the newsletter, we will ease patient concerns about returning to the dentist, helped in part by a photo with a doctor decked in a mask, face shield and gown for protection against the transmission of COVID-19. We also think it's important to tell patients the high vaccination rate among the staff. As we indicated in our research, the vaccination status of dentists is one of the most important factors when patients choose their provider and Carolina Dentistry shows its commitment to fighting the virus.

Since the newsletters should be a balance between informative and fun, we have chosen to include aspects like a doctor highlight to establish a personal connection, something that we found patients were drawn to in our focus groups and interviews. If patients feel like they know the doctors before stepping into the office, they will likely feel more comfortable and want to keep choosing Carolina Dentistry for their oral health needs. We also included a joke of the month for some comic relief, and, because who doesn't love a corny tooth-themed joke? We found in our research that patients wanted to hear about upcoming events, so we created some mock events like an alumni dinner and a wellness week to alert patients about in the email.

We have included two different links to make appointments, the first for teledentistry specifically if consumers are not yet comfortable returning in person to the office. The second link to book an appointment is accompanied by an easy-to-read chart noting the six-month pairings between teeth cleanings. If patients were seen in March, they can see that they are due back in September. By sending a newsletter every month, Carolina Dentistry stays in patients' minds, without badgering them too frequently. The content must stay relevant. Some of our future ideas include a newsletter during the North Carolina state fair, reminding patients to take care of their teeth after indulging in sugary treats at the fair. Carolina Dentistry must remember to make the newsletters compatible with mobile devices as well so that when customers are opening their messages on the go, they still get high-quality content.

**Phase Two: Reach Out**

The purpose of Phase Two is to connect with potential clients and showcase that Carolina Dentistry is a trusted source for dental care. Our goal is to "reach out" to different groups to keep Carolina Dentistry at the top of their minds. These tactics focus on targeting Carolina Dentistry's primary audiences, parents of children and teenagers on local football or hockey teams, parents who have recently moved into the area and local coffee shop customers. With the cleaner brand image, this will ensure they always have Carolina Dentistry on their minds.

### **Tactic #1: Partnerships with Local Sports Teams**

During our initial research, we found that people are very loyal to their regular dental provider. Specifically, our focus group revealed a common theme: the participants want a dentist with whom they can trust and have a more personal relationship. This deeper level of care extends beyond just oral health to make people feel more comfortable. Many of our interviewees repeated that dental offices need to be compassionate, have good reviews and provide high-quality care. Partnerships with local sports teams would create increased top-of-mind awareness for Carolina Dentistry among people thinking about where they should seek oral care or of recommendations for friends and family. This partnership would also emphasize that Carolina Dentistry cares about you and your teeth in your everyday life.

Carolina Dentistry would execute this tactic in two phases: partnerships with high school football teams and youth hockey teams. These teams were specifically chosen because there are fewer complications with sponsorships for this level of sport, and they are both high contact sports notorious for needing mouthguards. Within the partnership, Carolina Dentistry would purchase branded mouthguards for each player on the team (Appendix E). The partnerships would be a unique opportunity for younger athletes to be sponsored, impacting overall positive sentiment towards Carolina Dentistry for both the athletes and their families. The expected impact of this tactic would be that Carolina Dentistry would spread the message that they care about the community. This caring brand image would help people feel more comfortable about returning to the dentist. Partnering with local sports teams would also increase awareness and brand recognition among parents and athletes. The goal is, if their families need a dentist, they will remember Carolina Dentistry or tell their friends about them. There are a variety of high schools and ice hockey rinks in the Triangle area that have been identified in the appendix as viable partnerships for Carolina Dentistry (Appendix F).

This tactic will emphasize Carolina Dentistry's community outreach. The quickest way to impress parents, the target audience, is to care about their children. Being an active community participant in the Triangle area, where most of the customer base is, will be a way to make a positive impact on youth sports. These athletes are also at high risk for emergency dentistry needs in their contact sports. Carolina Dentistry can stress that it is safe to return to the dentist, especially if they have an emergency. These young children should prioritize their dental health to increase overall health and not put things off because of the pandemic. The branded mouthguards would be a way to have Carolina Dentistry stay top of mind for these athletes with a visible logo seen by spectators or visiting teams.

### **Tactic #2: Real Estate Goodie Bags**

Our research found that clients are extremely loyal to their dental care providers. One of the participants in our focus group noted that they did not switch dental providers until they moved at age 14 to a different location. This dedication to dentists was echoed by other participants, which led to the decision to meet clients when they are most likely to be looking for a new dentist. The best way to reach clients when they are ready to switch dentists is to partner with local real estate agencies. Since 90 percent of clients are using a real estate agent to buy or sell homes, it is a perfect partnership to reach a variety of clients coming into the area (Ramírez, 2018). This would allow Carolina Dentistry to target all their specified age groups since families will be buying homes as well as older generations.

The execution of this tactic will come through 10 partnerships with local real estate agencies (Appendix G). Carolina Dentistry would provide a goodie-bag of products that will

typically come after a dental visit (a toothbrush, travel-sized toothpaste, and dental floss) with two additional products to be provided to new homeowners as part of the traditional housewarming gift provided by the real estate agent. The campaign-specific products would be a branded travel-sized bottle of mouthwash (Appendix H) and would be delivered in a branded reusable tote bag (Appendix I). Additionally, the bag of items will also include a business card and a brochure about the services provided at Carolina Dentistry, as well as the COVID-19 safety and sanitation precautions they have in place. This cultivation of items provided right as people move into the area will solidify Carolina Dentistry at the top of their mind.

This tactic should bring in a variety of new clients to Carolina Dentistry since it will reach parents of young children, older generations and will ensure longevity as the patients' children grow up and continue to come back to their trusted dental provider. Focusing on the busy season of real estate—May through August—this tactic should show almost immediate results when patients need to reschedule their regular cleanings, or even some emergency care cases. Carolina Dentistry will be at the top of their mind and stay in mind for these new homeowners.

### **Tactic #3: Branded Straws in Local Coffee Shops**

Through our research, we found that UNC students are unaware of Carolina Dentistry and the services it offers them right on campus. These students are away from home at school, and thus away from their primary dental provider. They will have emergencies and other dental needs and will not have the ability to return home to their usual dentist. When these things come up, we want Carolina Dentistry to be top-of-mind for students to turn to for dental care.

Coffee and coffee shops are a staple for many college students. In addition, coffee is a huge contributor to teeth staining (Gemmi, 2016). So, we propose placing Carolina blue straws with Carolina Dentistry's logo (Appendix J) on tables and on utensil stations of local Chapel Hill coffee shops such as Stone and Leaf, Meantime Coffee Co., Gray Squirrel, Carolina Coffee Shop, Caribou Coffee, Café Driade, Epilogue and Open Eye. College students are very sustainably minded, and straws are a primary way to prevent the staining of teeth, making offering students paper straws a perfect way to increase awareness (Gemmi, 2016). These students who are regular coffee drinkers likely have issues with stains on their teeth, so are a strong potential customer base as masks are starting to come off and students want to have pearly white smiles.

Word of Mouth PR sees the impact of the paper straws in distinguishing Carolina Dentistry from the Adams Schools of Dentistry among UNC students, and to increase awareness and brand recognition among students so that if students need a local dentist while in Chapel Hill, they will remember Carolina Dentistry after using its complementary paper straw and then go on to the newly revamped website to easily make an appointment.

### **Phase Three: Reconnect**

Through our research, we learned that patients are comfortable returning to the dentist, even during a global pandemic, if the proper precautions are taken. The only hesitation comes from the uncertainty over whether the dental provider is vaccinated or working in an environment safe for those that are considered higher risk. With at least 90 percent of Carolina Dentistry staff vaccinated and the clinic taking proper precautions against the COVID-19 pandemic, higher-risk patients will be able to return to the dentist with peace of mind.

**Tactic #1: Brochure Placement at Playmakers**

To assist Carolina Dentistry in reconnecting with the senior members of the surrounding triangle area, we had to find a way to capture the attention of this key public. The goal is to reach a greater number of potential patients in a shorter amount of time. By partnering with PlayMakers Repertory Company, Carolina Dentistry could reach this ideal public. Starting in January 2022 through May 2022, PlayMakers, a theater associated with the University of North Carolina, will see a five-show series in which several senior members of the triangle area as well as multiple senior living communities will attend. By partnering with PlayMakers, Carolina Dentistry will have a low-cost option for reaching one of its key publics.

Phase three provides an opportunity for Carolina Dentistry to promote itself as a safe and COVID-19-conscious dental facility using a brochure (Appendix K). It is currently undetermined whether this would be a physical brochure, one distributed through a QR code or both. While the mode of distribution may differ, the contents of the brochures would be identical. In previous years, PlayMakers has had a wall of brochures and playbills for the theater company and the annual play series. However, due to the pandemic, PlayMakers is currently entirely digital from ticketing to playbills. This means if the company chooses to remain digital in 2022, the brochures would be displayed as a QR code on the walls along with those produced by PlayMakers.

The Word of Mouth team has seen that brochures are very popular among this target audience and believe this tactic would provide the opportunity for Carolina Dentistry to not only partner with another UNC-affiliated program, but also reconnect with a previous target audience. The promotion of a pandemic-conscious dental provider is exactly what these higher-risk patients are searching for. A brochure highlighting the services offered, the precautions taken, and patient testimonials will entice this target audience to choose Carolina Dentistry over other dental providers in the triangle area.

**Tactic #2: Brochure Placement at Local Nursing Homes**

The second tactic of phase three would be distributing brochures to local nursing homes in the surrounding triangle area. As mentioned above, older patients that have been considered high risk throughout the pandemic have been avoiding areas like the doctor's office or a dentist's office. The brochures would contain information to ease the fears that come with entering a place that can pose a high risk during a pandemic.

While PlayMakers can distribute brochures in the form of a QR code, the local nursing homes would distribute physical brochures to the residents. This is where the cost for phase three will increase, however, it would not be a substantial cost for Carolina Dentistry. These brochures would be identical to those offered through PlayMakers.

Beginning in the new calendar year, Carolina Dentistry would reach out to local nursing homes to distribute the promotional brochures. Local nursing homes include Swift Creek Health Center, Signature HeathCARE, Parkview Health and Rehabilitation Center, Brookdale Meadowmont and several more. These communities provide Carolina Dentistry with access to a key public needed to increase the number of consistent patients.

**TIMESCALES**

The first step, launching in January of the new year, is to update the website and send the first monthly newsletter to patients. The emails would go out every month following. The PlayMakers Repertory Company begins a new series of shows starting in January. This would be



the ideal time for Carolina Dentistry to distribute QR codes of the new brochures to PlayMakers as well as distribute the physical copies of brochures to local nursing homes. The season for high school football starts in mid-July to early August. To utilize this element of the campaign to the full extent, contact the schools Carolina Dentistry wants to partner with and order the mouthguards in March to ensure they are ready in time. The busiest season for the real estate market runs from May to August as schools let out or start back for break respectively. To adequately prepare, Carolina Dentistry would want to form partnerships in early April and have the goodie bags ready to be dropped off at the offices in late April or early May. For a hockey team partnership, the season usually starts in September and runs through early March of the next year. It would be beneficial to reach out to the team(s) Carolina Dentistry wants to partner with at the end of their season in March to give them time to plan. Mouthguards should be ordered in May to ensure they are ready in time. Finally, iced coffee is popular all year long, however, we see an increase in iced coffee purchases in the summer months starting in late May or early June. Carolina Dentistry would order the custom straws in late April to ensure they arrive on time and begin distributing the custom paper straws in early June.

## BUDGET

The Word of Mouth team researched the best options for each tactic and created an overall budget as well as an itemized budget. This budget breakdown includes a low estimate, middle estimate and high estimate for each product. The low estimates include a cost of \$1,180 for hockey mouthguards from Impact MouthGuards, \$1,000 for football mouthguards from ShockDoctor, \$800 for travel-size mouthwash from Alibaba, \$465 for customized tote bags from CustomInk, \$150 for digital brochures BeaconStac and \$1,150 for customized paper straws from OpenTip. This brings the overall low estimate to a total of \$4,745 for the year 2022.

The middle estimate includes a higher quantity of each product or a different provider than the previous estimate. The middle estimate includes a cost of \$1,610 for hockey mouthguards from Gladiator Custom MouthGuards, \$2,600 for football mouthguards from Impact MouthGuards, \$2,400 for travel-size mouthwash from Alibaba, \$552.50 for customized tote bags from 4imprint, \$200 for printed brochures from VistaPrint and \$1,150 for customized paper straws from OpenTip. This brings the overall middle estimate to a total of \$9,612.50 for 2022.

The last estimate, the high estimate, includes the highest quantity of each item or a different provider than the previous estimate. The high estimate includes a cost of \$3,220 for hockey mouthguards from Gladiator Custom MouthGuards, \$3,500 for football mouthguards from Gladiator Custom MouthGuards, \$3,000 for travel-size mouthwash from Alibaba, \$810 for customized tote bags from 24 Hour Wristbands, \$400 for both printed and digital brochures from BeaconStac and VistaPrint and \$8,250 for customized paper straws from OpenTip. This brings the overall high estimate to a total of \$19,180 for the year 2022.

Item	Low Estimate	Low Description	Middle Estimate	Middle Description	High Estimate	High Description
23 Mouth Guards for Hockey Team	\$1180	This option represents a quote from <a href="#">Impact MouthGuards</a>	\$1610	This option represents a quote from <a href="#">Gladiator Custom MouthGuards</a>	\$3220	This option represents a quote from <a href="#">Gladiator Custom MouthGuards</a>



50 Mouth Guards for Football Team	\$1000	This option represents a quote from <a href="#">Shock Doctor</a> without the Carolina Dentistry logo	\$2600	This option represents a quote from <a href="#">Impact MouthGuards</a>	\$3500	This option represents a quote from <a href="#">Gladiator Custom MouthGuards</a>
1000 Custom travel-size mouthwash for real estate	\$800	This option represents a quote from <a href="#">Alibaba</a> for mint mouthwash	\$2400	This option represents a quote from <a href="#">Alibaba</a> for mouthwash dropper bottles	\$3000	This option represents a quote from <a href="#">Alibaba</a> for activated charcoal mouthwash
Branded tote bags for real estate	\$465	This option represents a quote from <a href="#">CustomInk</a> for 250 polypropylene tote bags	\$552.50	This option represents a quote from <a href="#">4imprint</a> for 250 5oz tote bags	\$810	This option represents a quote from <a href="#">24Hour Wristbands</a> for 250 custom grocery tote bags
Branded Paper Straws	\$1,150	This option is an estimate for ordering 10,000 branded paper straws from <a href="#">OpenTip</a> at \$0.09 a straw plus a \$250 custom print fee	\$2,250	This option is an estimate for ordering 25,000 branded paper straws from <a href="#">OpenTip</a> at \$0.08 a straw plus a \$250 custom print fee	\$8,250	This option is an estimate for ordering 100,000 branded paper straws from <a href="#">OpenTip</a> at \$0.08 a straw plus a \$250 custom print fee
Brochures for PlayMakers and Nursing Homes	\$150	This option represents a quote from <a href="#">Beaconstac</a> for 50 QR codes.	\$200	This option represents a quote from <a href="#">VistaPrint</a> for 500 printed brochures.	\$400	This option represents a combined quote from both <a href="#">Beaconstac</a> for 50 QR codes and <a href="#">VistaPrint</a> for 1000 printed brochures

## EVALUATION

Our year-long campaign is meant to be evolving with one tactic flowing into the other to keep Carolina Dentistry in clients' minds and should be regularly monitored throughout the year.

### Phase 1: Revamp

- Monitor website analytics to see an increase in traffic to the site
- Monitor patient satisfaction to see if their experiences with staff increase from being able to know more about them
- Monitor patient satisfaction through surveys included in the last newsletter of every quarter
  - Does the newsletter work well for communicating events?
  - Do patients remain well informed about their 6-month check-up?
  - Are the newsletters actually being read?

### Phase 2: Reach Out

- Monitor the number of patients coming in to see if there is an increase
- Monitor local media impressions to see if there is an earned media response from reaching out to different groups of publics
- Monitor trade publications to see if Carolina Dentistry becomes a blueprint for obtaining patients through non-traditional advertising methods

### Phase 3: Reconnect

- Monitor the number of older patients to see if they are positively responding to Carolina Dentistry's methods to reach them where they are at
- Monitor the repeat client rate to see if the efforts from all three phases have had a positive impact on the number of patient returners
- Monitor social media and review analytics
  - Star rating on google
  - Mentions on social media
  - Follower interactions
  - Social media likes, shares, retweets, comments and views

## CAMPAIGN SUMMARY

The ultimate goal of this campaign is to increase awareness about Carolina Dentistry, differentiate it from the UNC Adams School of Dentistry and ultimately increase the number of patients who choose Carolina Dentistry for their oral health needs. After conducting thorough research and determining that most individuals were unaware of Carolina Dentistry and the services offered, we knew we had to engage audiences in meaningful ways, without breaking the bank. The three phases of our campaign, *Revamp*, *Reach Out* and *Reconnect* work to create a cohesive image for Carolina Dentistry, which is the first priority, and to then bring that image to three different publics. By targeting three publics—parents, students and seniors—our efforts extend across generations and demographics, bringing both new and existing patients into Carolina Dentistry via thoughtful messages and creative tactics.

The first step of our campaign is *Revamp*. In the very first meeting with the client, they underscored the importance of having materials in both English and Spanish. For this reason, we created two different website interfaces so that patients can find information without the language barrier. The second change we made to the website was adding an “appointments” tab in the top right corner, rather than MyChart. We found during our research that some patients have difficulties making appointments via MyChart, and if patients cannot make appointments easily, they will find care elsewhere. The second tactic in *Revamp* was to introduce a monthly newsletter delivered to patients’ inboxes, starting in January of the new year. The newsletter will include information such as upcoming events, a relevant opening, fun fact of the month, doctor highlight, appointment timeline chart and links to make appointments. Our research directly informed the decision to use email as a marketing tool for Carolina Dentistry rather than social media. We believe that striking a balance of reminding patients of the clinic’s presence without bombarding them with information will keep Carolina Dentistry in patients’ minds, precisely our goal.

The second phase of our campaign, *Reach Out*, encompasses our efforts to draw in new audiences and engage within the community. In this phase, we partner with local sports teams including football and hockey teams. By choosing two sports with a need for mouthguards, Carolina Dentistry has an opportunity to increase brand recognition while also showing its compassion for the community and kids’ health. This tactic targets parents as they attend games and most likely schedule their children’s dental appointments. Seeing the logo on mouthguards will help the clinic become familiar and trustworthy to parents. The second tactic within *Reach Out*, partnering with real estate agencies, is another way to engage with communities and target parents and adults. These agencies represent a key opportunity as they are a gateway to possible patients who are new to the area and would be looking for new care providers. The goodie bags

will not only give individuals high-quality products and encourage them to focus on dental health but bring further brand awareness from the moment people move to the area. The third and final aspect of *Reach Out* is a partnership with local coffee shops to engage college students. Through this activity, Carolina Dentistry becomes relevant among a young population by inserting itself into the coffee shop scene while helping to protect patients from beverages known to stain teeth.

The final phase of our campaign, *Reconnect*, targets seniors, the generation of 65 years old and up. In the second meeting with the client, we learned that another big patient population is of retirement age who come in for comprehensive care. However, this population is at-risk for COVID-19, and therefore, has been staying home more frequently. We believe that now is an ideal time to get this public back into the office with the availability of the vaccine and the booster shot, as well as Carolina Dentistry's continued diligence when it comes to protecting against the virus. Thus, we decided to target this population with brochures at two different locations. First, we are placing a QR code in PlayMakers Repertory Company. Since one of our team members works at the theater, we knew that the target audience was exactly that which we wanted to reach. We also decided to place physical brochures in nursing homes around the Research Triangle to bring the older generation back to Carolina Dentistry. By using QR codes in addition to paper brochures, possible patients will easily find the information to make an informed decision about their dental care, and we believe they will choose our client, Carolina Dentistry.

Throughout this project and preparation of the campaign, we at Word of Mouth Public Relations have greatly enjoyed working with Carolina Dentistry. We were constantly impressed by the care they exhibited for the local community and the passion they have for dental health. It is no secret that they have a renowned legacy, and we were thrilled to be part of bringing their image into patients' minds. *Carolina Dentistry on My Mind* is a campaign that meets patients where they are in the community, seamlessly integrating the services Carolina Dentistry offers into the busy lives of parents, students and beyond. By showing that Carolina Dentistry fits into the lives of North Carolina locals, patients will be encouraged to book appointments and trust the office with their oral health.

"It has been an absolute pleasure working with Carolina Dentistry," Word of Mouth In-Class Presentation Leader Lia Esposito said. "In every client meeting we had, I felt like they were more than willing to help us understand the complicated aspects of dentistry and dental school so that we could create a better campaign. It has been very encouraging that they are so willing to hear our ideas."

We have taken away a plethora of knowledge from this campaign. First and foremost, we have greatly understood and taken advantage of intra-group communication. By running thoughts by one another, building off ideas, dividing work and staying organized, we were able to turn in a final product that we not only think is innovative and fresh, but ideas Carolina Dentistry can realistically implement over the next year and into the future. The second aspect of campaign planning we have taken away this semester is the crucial role that extensive research plays. It is a necessary first step to guide further action and planning, and without it, it is impossible to know if creative efforts will have an impact on targeted publics. The final ideas we presented to Carolina Dentistry are informed directly from research and thoroughly fleshed out. We have greatly enjoyed helping to spread the importance of smiles, make patients feel comfortable in the office and grow their business. Thank you, Carolina Dentistry, for this opportunity.

## **APPENDIX**

### **Executive Summary (from research report)**

Carolina Dentistry came to Word of Mouth Public Relations with the goal of letting its patients know that it is safe to go back to the dentist following the COVID-19 pandemic that caused many local and nationwide shutdowns during 2020 and following into 2021. It also wanted to be their patients' primary caregivers since it is a “one-stop-shop” for all oral health needs. We decided to research Gen-Z, millennial and Gen-X participants to not only understand their comfort level with seeking out dental care during the pandemic but also to see what it would take for them to switch oral health providers.

To gather data, we utilized a survey, focus groups and interviews. Our focus group consisted of eight participants. We conducted 12 interviews to gain a deeper insight into patients' comforts surrounding the pandemic and their willingness to change dental care providers. Our survey was communicated through social media and text messaging platforms to accumulate 175 responses over the course of two weeks. Most of the respondents came from around the Chapel Hill, North Carolina area and were mostly 18-22 in age. However, there were also respondents from the targeted age group to gain more insight into their behaviors when it came to dental care.

### **Key Findings:**

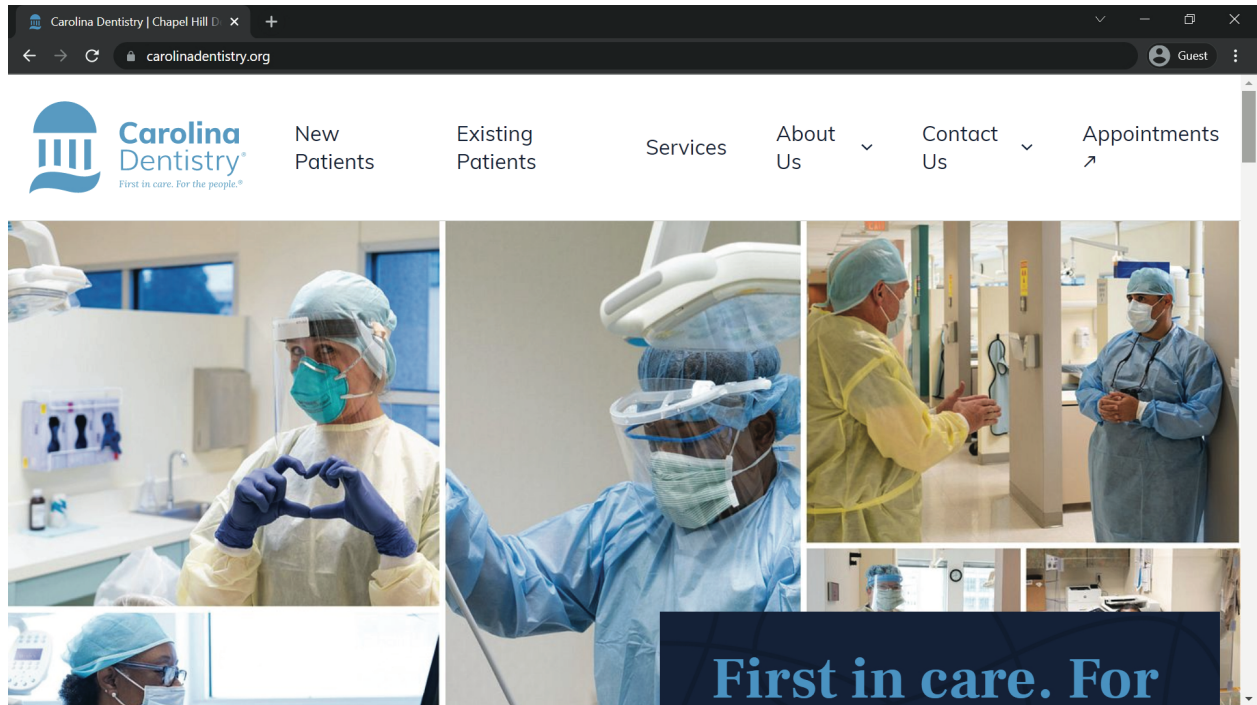
1. Patients tend to stick with one dentist and be very loyal to them.
2. Patients look for cost-effective, or in-network coverage when choosing dental providers as well as reviews from the internet or trusted family/friends.
3. Most patients want to receive updates and news from their dentists through text or email as opposed to social media pages.
4. Patients are most comfortable returning to the dentist when they know that proper safety and sanitation protocols are in place, and trust their provider to be vaccinated against COVID-19.

Moving forward, we plan to focus on creating a campaign that will highlight all the precautions Carolina Dentistry is putting in place to keep its patients and staff safe, and by meeting possible clients where they are to showcase Carolina Dentistry as a trusted dental provider within the Research Triangle area. Our research showed that many patients were most comfortable going back to a dental provider if they knew or when they could see that proper sanitation and safety practices were being implemented. Therefore, by showcasing these procedures at Carolina Dentistry, the clinic would be able to attract new patients who did not feel safe at their previous provider. Our research also showed that patients were most likely to change providers when they could no longer go to their previous one—typically through a significant move or a loss of insurance acceptance. By creating campaigns surrounding these two targeted ideas, we know that Carolina Dentistry can set itself apart from other dental providers in the state and become patients' life-long oral health providers.

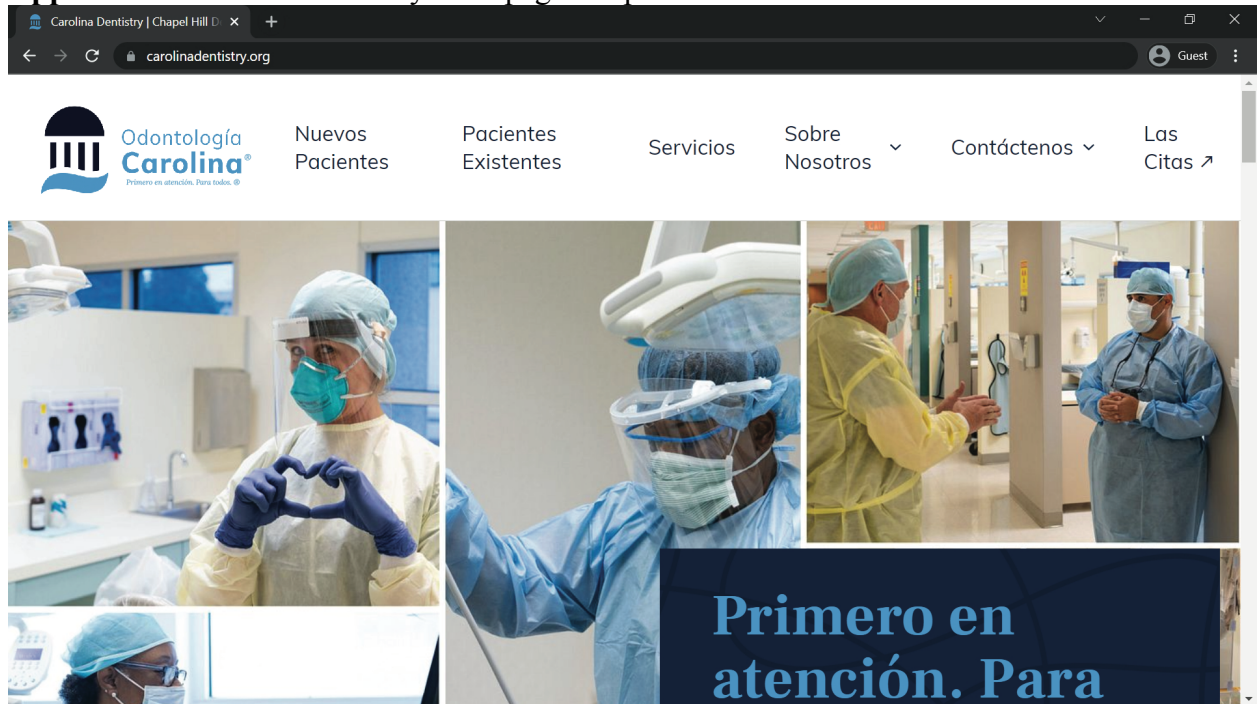


## Additional Campaign Materials/Mock-Ups

### Appendix A: Carolina Dentistry homepage featuring the renamed ‘Appointments’ tab in the menu bar



### Appendix B: Carolina Dentistry homepage in Spanish



## Appendix C: Carolina Dentistry Monthly Newsletter Template

### 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



## Appendix D: Carolina Dentistry January 2022 Newsletter Mock-Up

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](#).

2022 JANUARY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### **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

**Appendix D: (Continued)**

**What does a dentist call an x-ray?**



A tooth-pic!

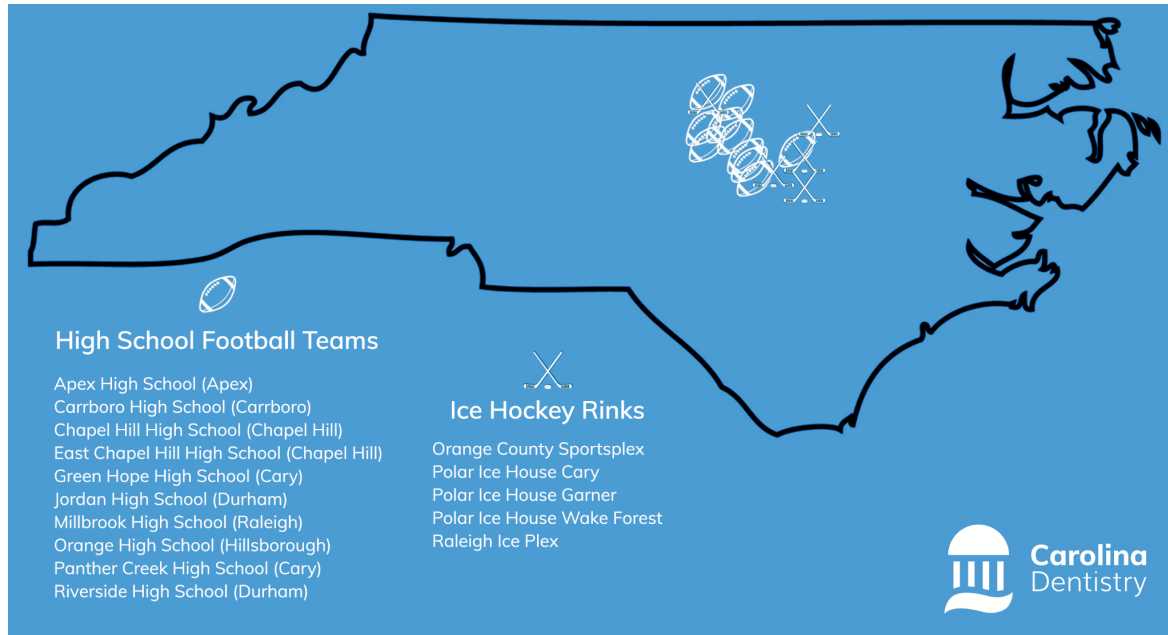
**Time to book your next appointment? Click [here](#).**

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

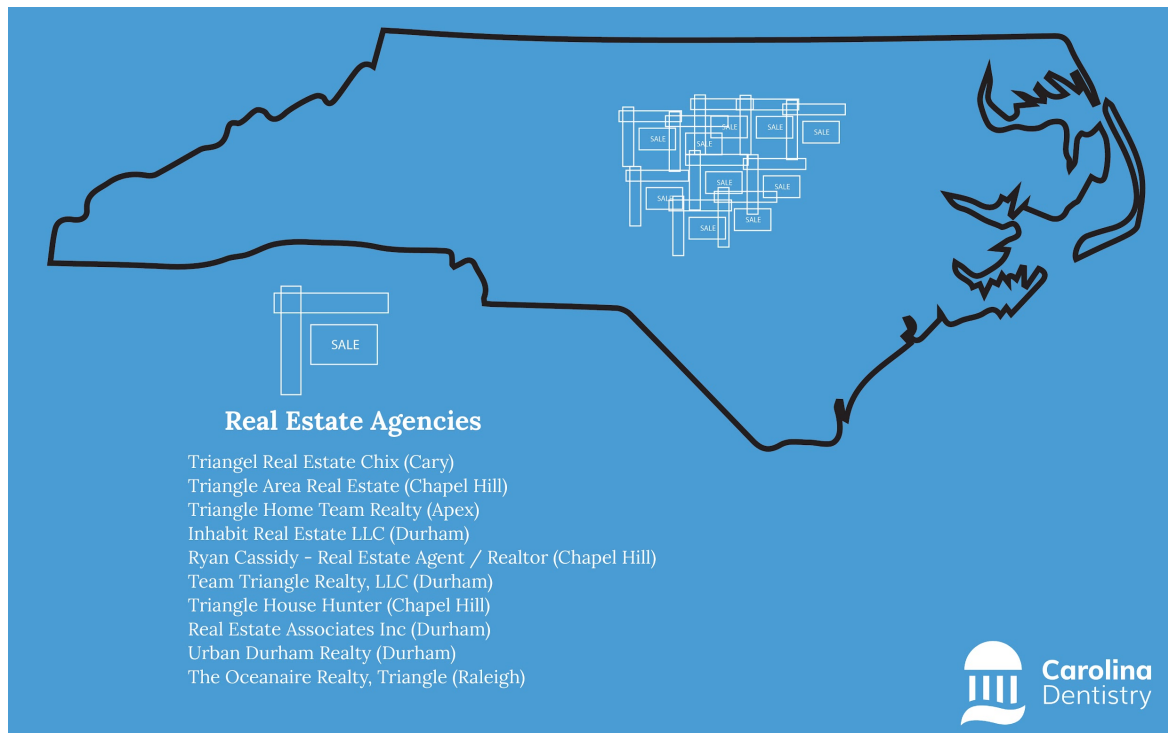
**Appendix E:** Carolina Dentistry Customized Mouthguards



**Appendix F:** Identified local high schools and hockey rinks that could be strong potential partners for Carolina Dentistry



**Appendix G:** Identified real estate agencies for potential partnerships



**Appendix H:** Carolina Dentistry branded mouthwash mock-ups



**Appendix I:** Carolina Dentistry branded tote bag

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## Appendix J: Branded paper straws mock-up



**Appendix K:** mock-up of the Carolina Dentistry brochure



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