

COC Summary – updated November 2024

CONSUMER AWARENESS PROGRAM (CAP) – FISCAL YEAR 2025

The CAP is the only mass advertising campaign promoting orthodontists as specialists and educating the public to see an orthodontist in person. The CAP program currently focuses on digital marketing, with the goal of driving quality traffic to the consumer website.

FY24 Performance June 1, 2024 – October 31, 2024:

- **185M impressions served** – This means that CAP ads appear across platforms like Google display, Paid Search on Google and Bing, YouTube online video, Facebook, and Instagram.
- **Over 8.2M video views**
- **6.5M ad clicks**
- **Over 5.6M consumer website page views**
- **Over 2.15M Find an Orthodontist locator visits**

FY25 Consumer Awareness Program highlights:

1. **The Science of Smiles Campaign:** Launched in April 2024 and will continue through FY25. The *Science of Smiles* campaign will position orthodontists as the ultimate authority through a series of engaging and educational videos highlighting their unique education and training and establishing them as the go-to experts sought after for their exceptional knowledge and skill. This campaign is seeing impressive results on all paid digital channels, with additional episodes scheduled for release throughout the year. *Remember, you will not likely see our CAP ads because they target self-purchasing adults and parents seeking orthodontic treatment, not member doctors. These campaigns drive awareness and connect patients with AAO members like you!*
2. **Bullying Bites:** For the sixth year, the AAO's #BullyingBites campaign coincided with National Bullying Prevention Month. This initiative empowers both members and patients to act by creating awareness and spreading the message of kindness. This year, we will have public relations outreach and a partnership with Kind Lips lip balm.
3. **PSA Collaboration**—We are partnering with the American Association of Oral and Maxillofacial Surgeons (AAOMS) and the American Academy of Pediatric Dentistry (AAPD) to create a PSA titled *Milestones Met, Healthy Teeth Set*. This PSA will stress the importance of seeing the appropriate dental specialist at ages 1, 7, and 15. This will launch in early 2025.
4. **125th Anniversary of the AAO:** From January 1 to December 31, 2025, we will celebrate the AAO's 125th anniversary with various programs, marketing initiatives, and events, honoring our legacy and commitment to excellence.

MEMBER MARKETING UPDATES – FISCAL YEAR 2025

The AAO Board of Trustees identified Member-Centric Marketing and Communications as one of three objectives the AAO should prioritize.

Below are updates on our marketing efforts being employed:

1. **eBulletin:** Reading the weekly eBulletin is the number one action we would want members to take with the AAO, and we use this to communicate the important AAO and industry news happening each week. We regularly see open rates above 60% (well above the industry benchmark standard), representing over 9,000 members. Each of the weekly eBulletins is also turned into an Instagram story and shared each week.

2. **Member Minute:** In FY25, we are continuing our AAO member influencer program, which has seen increasing awareness and engagement in organic social channels. These videos allow members to hear straight from their colleagues about important AAO news and benefits each month on social media and in the eBulletin. We will have videos around upcoming AAO Events, the Bullying Bites program, the Supplier Network, the new Simon Sinek – AAO Inspiring Leadership program, and much more.
3. **Ortho Staff Outreach:** Continuing efforts to connect with members' office managers to communicate more easily with offices about marketing campaigns or relevant educational opportunities. We currently have a list of over 1,000 office staff contacts. AAO Staff plans to collect this information twice a year and develop a quarterly communication plan for Ortho Staff members starting September 2024.
4. **Social Media Outreach:** We will continue our strategic focus on increasing engagement and views, capturing new followers, developing content throughout the AAO organic social channels (Facebook, LinkedIn, Twitter, Instagram) and integrating key messages for members. We consistently find ways to improve our presence on social media, especially through Instagram. The AAO staff will continue to create Instagram Reels to deliver messages about events, CAP initiatives, and member benefits.
5. **Texting Initiative:** We increased texting with members to highlight AAO news, benefits, events, and programs