

COUNCIL ON COMMUNICATIONS (COC)

The Consumer Awareness Program (CAP) is now in its 13th year. Its purpose is to raise awareness among consumers about the benefits of orthodontic treatment provided by AAO orthodontists.

CAP outreach includes paid messaging (advertising) and public relations (stories in the news media). Paid messages are delivered digitally using search engines (Google, Yahoo!, Bing), websites and social media ads. We also work with other online avenues to distribute more modern content. The advantages of digital marketing are many. Vast amounts of data about consumers enable us to tailor and deliver messages to a variety of audience segments, based on gender, age, household income, whether there are children in the household, and an array of other factors.

Whether paid or unpaid, all messages drive consumers to aaoinfo.org where they can learn more about orthodontic treatment provided by AAO members, and then locate nearby AAO members through the “Find an Orthodontist” search.

Messaging is doing a phenomenal job of driving record numbers of traffic to the website. Here is a recap of FY 2018 results:

- AAO launched an online [Parents Guide to Orthodontics](#). With nearly 500,000 visitors to the guide, readers spent an average of 14 minutes on the page. An [Adults' Guide to Orthodontics](#) was also recently announced.
- The AAO's Council on Communications partnered with BuzzFeed to produce this [video](#), encouraging consumers to see a real orthodontist.
- A video ad from the AAO's new “*That Feeling When...*” social media campaign went viral. The ten-second [video](#) was seen over 2.6 million times, generating over 660,000 engagements and driving over 400,000 visitors to the AAO consumer website.
- Enhanced websites for [AAO members](#) and [consumers](#) were launched, featuring a new look and improved functionality.
- The AAO launched a [Questions to Consider When Researching Direct-to-Consumer Orthodontic Companies](#) web page on the consumer site, as well as a flier to download.
- There were 5.6 million visitors to the AAO consumer website
- More than 64,000 uses of the *Find an Orthodontist* locator occurred in 2018.

Let me know if you have any questions or concerns.

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