

Council on Communications (COC)

The AAO COC has been busy and is pleased to share another year of communications successes with our members. COC is responsible for supporting public and patient education, assisting members with public relations, informing members of available benefits, and enhancing intraprofession relations.

Consumer Awareness Program (CAP) Performance

During this current fiscal year, the CAP has continued to see success in reaching mass audiences online and bringing them back to the website to learn more and 'Find an Orthodontist'. From June 1, 2021 – January 31, 2022, AAO CAP ads have appeared 100,199,613 times across Google and Facebook in the US and Canada, over 6.6 million-page views of the content on the consumer website and over 125,000 uses of the Find an Orthodontist locator.

The FY22-23, FY23-24 and FY 24-25 CAP strategy will be built with a flat budget but with the goal of increasing quality clicks and focus on education on DTC/Mail-Order, reaching parents of young children before age 7 as well as adults looking for first-time treatment or tune-ups, and increasing our presence with influencers and earned PR.

CAP Review and Resolution

A resolution will be brought to the 2022 HOD to continue to fund the CAP at a budget of \$5 Million for FY23-24, FY24-25 and FY25-26 at an annual member assessment of \$600 with the remainder coming from excess liquid reserves.

The strategic objective remains the same in that we are aiming for quality vs. quantity, and impressions may go down while engagement and efficient conversions go up. Although media costs are rising, we are retrenching our targeting efforts to optimize our dollars, and new digital avenues and platforms will be explored to reach new audiences.

Consumer Website

Dollars had previously been approved for an update of the Consumer Website. Work has been started and the new website should be completed in approximately nine months. This will include easier navigation, optimized content for SEO, etc.

Marketing Campaigns

The AAO's "Almost Right" Consumer Awareness Program (CAP) campaign continues to reach prospective patients in the United States and Canada through various digital platforms. Through a series of unconventional videos featuring the "almost-right" person, the AAO is communicating to the public the importance of seeing an orthodontist, in person– the "definitely-right" person to provide orthodontic treatment.

A new campaign, "Serial Straighteners", will launch in February. This campaign celebrates the perfectionist nature of all of our members and what makes an AAO orthodontist the right choice.

Influencers

Influencers on social media can help move the cause forward by sharing their own personal stories to their followers for interaction and engagement. For February, we have selected four diverse influencer partners to share their personal stories to their followers. Research from the Digital Marketing Institute shows that not only do 49% of consumers depend on influencer recommendations, 40% had purchased something after seeing it on Twitter, YouTube or Instagram. If consumers feel confident about an influencer's recommendation, they are more likely to make a purchase. Brands can piggyback on the trust of influencers.

Our #BullyingBites Anti-Bullying campaign will continue, and the marketing team will be providing marketing materials for the campaign mailed directly to members to make it easy to participate. We will continue to support this program through eBulletin announcements, social media, and public relations efforts.

Advocacy efforts continue to be a top priority. In conjunction with the legal team an article is being written which provides information on what can or cannot be done through advocacy efforts. A new COC Chair will be elected and announced after the HOD meeting.

Please do not hesitate to contact me if you have any questions about this report or the resolution to the HOD.

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