



# Prominent B2C orthodontics company plays to the heart

AIRPR ANALYST CASE STUDY

Industry: Orthodontics





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## SITUATION

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A prominent B2C orthodontics company was not seeing the expected level of conversion on their website after time and budget intensive activations of a number of external influencers with niche audiences.

## PR CHALLENGES

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It was assumed that certain messaging and specific product benefits would resonate with key audience constituents via specific influencers, however there was no uniformity to the content or messaging provided to each influencer so final features were all over the map and did not deliver the anticipated results.

## SOLUTION

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By tracking key messaging using Analyst's NEO feature, the company was able to identify that traditional product marketing messaging had far less appeal and penetration than more emotionally driven brand statements. Using this intel, the company crafted their entire 2015 campaign focusing more on emotional connectivity and less on the tactical product benefits. They also streamlined their influencer engagement program and created a message template for all activations to ensure key points were included in every feature.



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