

The Mighty Mouth

Research shows almost everyone agrees oral health is important to overall health. But awareness alone is not always enough to prompt the (often dreaded) annual trip to the dentist, or build support for increasing access to oral healthcare.

In 2014, the Washington Dental Service Foundation (WDSF) brought us in to transform how much Washingtonians value their oral health by influencing how they act. The Mighty Mouth campaign focused on eliminating the artificial separation of oral health and overall health, which meant working with a diverse group of partners whose health-focused work paired well with the campaign's messaging, as well as inserting oral health in the conversation with audiences already engaged in some form of health management or planning.

We created more than 10 videos (including a spot starring Lou the Adult Tooth Fairy) and designed a wide range of collateral items, including branded floss giveaways, for several audience groups. We have conducted five regional and statewide media buys, including planning, implementation and evaluation across platforms such as Facebook, Twitter, Google AdWords and YouTube, as well as sponsored content and banner ads across a host of websites.

The results:

Fifteen months after campaign launch, 62% of surveyed Washington adults demonstrated campaign awareness through aided recall and four of the five measures used to gauge oral health value strengthened.



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