

CASE STUDY

Changing the focus of an industry – Orthodontics

Originally we were hired to redesign and develop the American Association of Orthodontists' consumer awareness site and members' site as well as restructure all content. After this project, we developed something much larger and significant for the industry. Here is the short version of the story.

To start, we studied over 400 industry related sites around the world; we analyzed over 4 years worth of advertising agency research and organizational research and broke down the existing site line by line, word by word and image by image.

We identified the fatal flaw of the previous site. That they were targeting kids and mothers and limiting the imagery to kids with orthodontic devices. We discovered there was a limited audience to which the consumer awareness site spoke to. Not to mention it put the focus on having "equipment" in your mouth. Instead, our approach lead to a focus on the outcome of orthodontics not the process, showing kids later in life, as well adults all of them happy and confident. Helping them reach a broader audience and the adult market. A market they had never leveraged.

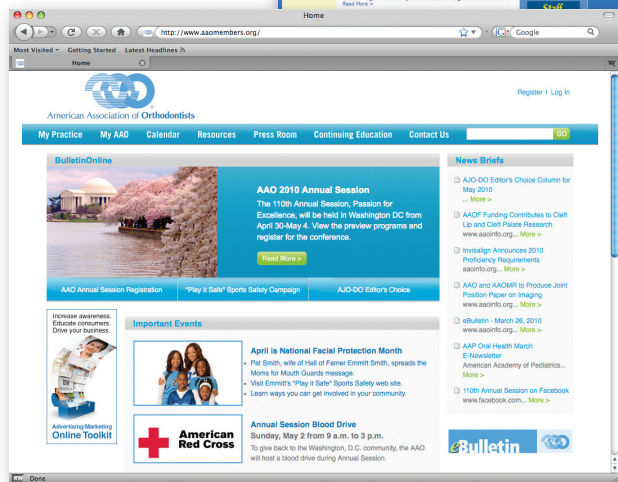
Our success continued as we helped drive the initiative to launch a qualitative research study on the adult market since this was an unknown and untapped part of the market. We launched a six city study to uncover the driving factors for adults to get orthodontic work and opened the door to this \$62 billion market.

PREVIOUS DESIGN



UPDATED DESIGN

PREVIOUS DESIGN



UPDATED DESIGN