

# The AAE Worth Saving Consumer Campaign

## Campaign Origins

Based on member feedback, the Board committed to a multi-year public awareness campaign with the goal that:

“ The public will value saving their natural teeth and seek endodontists as the **first choice** for their care. ”

## Who & When

Our primary targets are those most likely to do their homework and seek out a specialist. We reach our targets at two key places along the patient journey:



before they have tooth pain to create awareness of endodontists...



...and at the point of tooth pain when they are most likely searching for information.

## Strategy & Creative

Through insights, strategies, creative and testing, what resonated most came to be called **Worth Saving**. And here's how we describe it to people...

We live in a disposable, all-things-recyclable era. Yet some things are truly worth saving, preserving and revering.

From the mighty Redwoods to one's grandfather's watch, sometimes "new" is simply not better. Like old friends who have stood by your side over the years, the human body is something to marvel at – and sometimes, we underestimate its true worth and value.

Take our teeth, for instance: a gateway to nutrition, a sign of emotion, a signal of overall good health. Our natural teeth are worth saving. And teeth have a natural ally in the expertise and experience of endodontists – professionals dedicated to saving and optimizing one's natural teeth.

**Worth Saving.** And with the expertise to do it.

## Results to Date

Here are just a few of the indicators of the campaign success since we kicked it off about one year ago:



### Patient Site Visitors

Goal	Result
<b>5%</b>	<b>18.99%</b>
increase in visitors	increase in visitors

\*\*From January 2019 to December 2019



### Find My Endodontist Visitors

Goal	Result
<b>5%</b>	<b>27.33%</b>
increase in visitors	increase in visitors

\*\*From January 2019 to December 2019



### Media Impressions

Goal	Result
<b>170,220,00</b>	<b>447,385,240</b>

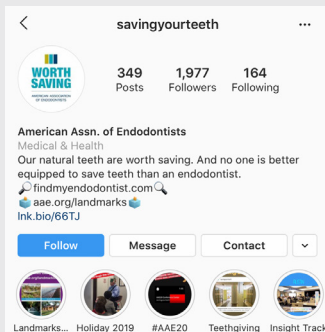
\*\*From January 2019 to February 2020

# Activating the Campaign

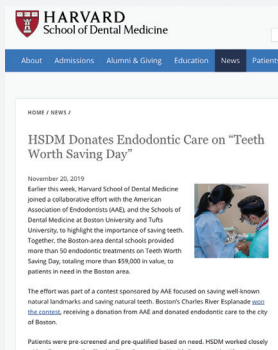
The campaign just started in January 2019 and here are a few ways it's coming to life!



## Social Media



## Media Stories



## Advertising



## Radio Media Tour

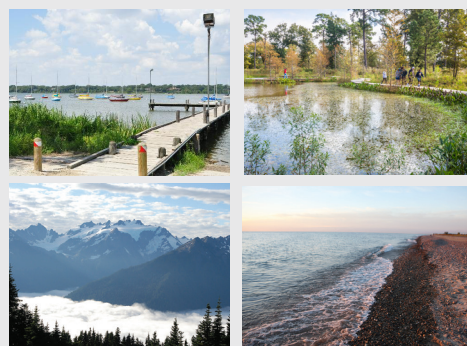


## Save Your Tooth Month



[aae.org/sytm-member](http://aae.org/sytm-member)

## Landmarks Worth Saving Contest Brought to You by Endodontists



[aae.org/landmarks](http://aae.org/landmarks)

For more information about the Worth Saving consumer campaign, contact Kim FitzSimmons at [kfitzsimmmons@aae.org](mailto:kfitzsimmmons@aae.org).

