



Campaign: Oral Health Month a DCN Initiative

Tagline: A Lifetime of Healthy Smiles

About DCN:

DCN is a network of 200 dental practices across Australia and New Zealand. We pride ourselves on being a source of trusted, handpicked dentists connecting everyone to a great dentist for the well-being of their teeth, gums and overall oral health.

Objective:

To create an infographic promoting Oral Health Month, August 2014, with the key messages of how the health of your mouth affects you through your lifetime.

We require two posters (A3 and A4 options) that will educate the Australian and New Zealand public of the importance of maintaining good oral health through facts and statistics (appendix 1), focusing on different stages in your life.

The A3 poster will be used for: hanging in dental practices, posted in social media, on websites, advertising, public relations.

The A4 poster will be used for print handouts, websites, advertising, public relations.

Sections of the posters will be pulled out to be used in social media posts, on websites, in emails, etc.

Design constraints:

Poster One: Infographic Poster to be A3 (Appendix 1)

Poster Two: Infographic Poster to be reconfigured as A4 handout with limited facts (Appendix 2).

Full colour with the DCN colour palette reflected throughout.



Deliverables:

Design an infographic to reflect the tagline, A Lifetime of Health Smiles, and:

- One A3 poster to represents the key milestones as outlined in Appendix 1.
- One A4 poster/handout to represent the key milestones in Appendix 2.
- Is obvious that these are stages in your life but does not mention the specific ages.
- Facts can be represented in icons, images, graphs, fractions, percentages, etc.
- Can be broken into smaller campaign sub messages.
- Includes: Oral Health Month and A Lifetime of Healthy Smiles text.
- Includes: A DCN Initiative logo.
- Includes August 2014 as Oral Health Month.
- Include website: www.dentalcarenetwork.com
- Is similar in style to the DCN launch infographic (attached).
- Clean, vibrant, understandable and friendly.

Tone:

DCN is experienced, reliable, caring, accessible, knowledgeable, friendly and confident in all aspects of dentistry.

The infographic can be 'Tongue in cheek' – friendly tone to suit different age groups through the messages, ie. 18-25 years is more conversational and cheeky, while 50+ could come from a 'dad joke.'

Attached:

DCN internal launch infographic



A DCN initiative logo

Colour palette

Appendix One

Age	General Dental Facts
	90 per cent of all dental disease is preventable
	30% of Australians admit they are only brushing once daily
18-25	Watch Your Mouth!
years	50% 18-25 year olds haven't visited a dentist within past 12 months
	48% people remember a smile on first impression than anything else
	83% say that decayed teeth and bad breath are the biggest turn offs on a first date
	A quarter (25.0%) of all adults over the age of 15 reported they had felt uncomfortable about their dental appearance
25-40	Working On It!
years	1 million lost days of work each year
	The total direct costs and lost productivity due to poor dental health in Australia is \$2 billion
	Approximately 17% of adults avoided eating certain foods because of problems
40-55	Like Pulling Teeth!
years	600,000 days lost from school
	50% of Aussie kids now suffer from this preventable disease (tooth decay)
	68% of 2-5 year olds have never visited a dentist.
55+	A Gateway to Health!
years	More than 90 percent of all systemic diseases — including heart disease — have oral symptoms
	Half of people aged 45–64 attended the dentist because of a problem
	53% of 65yrs+ have periodontal disease
	People with periodontal disease may be more likely to have coronary artery disease than people with healthy mouths.

Appendix Two

Age	General Dental Facts
	90 per cent of all dental disease is preventable
	48% people remember a smile on first impression than anything else
18-25	Watch Your Mouth!
years	50% 18-25 year olds haven't visited a dentist within past 12 months
25-40	Working On It!
years	1 million lost days of work each year
40-55	Like Pulling Teeth!
years	600,000 days lost from school
55+	A Gateway to Health!
years	More than 90 percent of all systemic diseases — including heart disease — have oral symptoms