



## Reem Sabry



- **Age:** 32 years old
- **Marital Status:** Married, mother of two children
- **Occupation:** Customer Service Representative at a telecommunications company
- **Education:** Graduate of Political Science and Economics
- **Income Level:** A class income group
- **Interests:** Cooking, drawing, sales, marketing, self-improvement.
- **Dental Needs:**

Post-pregnancy and childbirth, Reem feels that her dental health has deteriorated and needs improvement.

She seeks teeth cleaning, whitening, and fillings for several decayed teeth. Reem also needs crowns to restore damaged teeth and ensure long-lasting durability.

- **Pain Points:**

She values high-quality dental work over low-cost services and prioritizes finding a skilled dentist whose work lasts over time.

Wants assurance that the treatments provided will be long-lasting and effective.

- **Preferred Platforms:**

Actively uses Facebook and Instagram to follow dental care pages .

- **Motivation:**

Reem wants to regain her self-confidence by improving her dental appearance. She seeks a dentist who understands her needs and offers personalized care.

- **Her goal** is to balance her busy work life and family commitments while taking care of her own health.



## Rawan ali



- **Age:** 18 years old
- **Education Level:** High school senior, preparing for university
- **Location:** Lives with her family in a suburban area
- **Family Background:** Middle-class, parents support her financially

### Pain Points & Dental Issues

- Feels insecure about her smile due to misaligned and overcrowded teeth.
- Struggles with an overbite, making her teeth appear uneven in photos.
- Avoids smiling in social situations and feels self-conscious around friends.
- Has mild speech issues due to teeth misalignment.
- Worried about pain and discomfort during the braces process.
- Concerned about how braces will look and if they will affect her confidence.

### Goals & Expectations When Choosing a Dentist

- Wants aesthetic braces options like clear aligners or ceramic braces.
- Prefers a friendly and reassuring dentist who understands her concerns.
- Looking for a clinic that offers flexible payment plans since her parents will cover the cost.
- Needs a treatment plan with a clear timeline to know how long the process will take.
- Hopes for a comfortable and painless experience with minimal adjustments.
- Interested in a clinic with a good social media presence where she can see before-and-after results.



  
**Karma**

- **Age:** 4 years old
  - **Interests:** Drawing, singing, sweets
  - **Personality:** Curious, playful, easily scared
  - **Challenges:** Fear of Dentists: Karma is scared of going to the dentist, especially because of the sight of dental tools.  
Fear of Pain: She doesn't like the idea of pain or discomfort during treatments.
  - **Past Experience:** Visit to First Dentist: Karma went to the first dentist and saw the scary dental tools, which made her terrified and she refused to sit in the dental chair.
  - **Visit to Second Dentist:** She went to a second dentist who noticed her fear and made her feel at ease by giving her a lipstick and asking her to open her mouth while playing with the lipstick. This helped her relax, and she didn't feel scared at all. After the treatment, the dentist even drew on her face, which made her smile and feel comfortable.
  - **Follow-up:** A week later, Karma asked her parents to take her back to the dentist for a follow-up, showing her positive experience.
  - **Needs:** Comfort and Security: Karma needs a dentist who can make her feel secure and relaxed, ensuring she is comfortable throughout the treatment.
- Fun and Playful Approach:** She responds well to a dentist who can make the experience more fun, like using toys or giving her small rewards.
- Gentle Treatment:** Karma needs the dentist to use methods that minimize fear and discomfort, turning the visit into a positive and engaging experience.





## Mahmoud Abdallah



- **Age:** 65 years old
- **Marital Status:** Married, father of three, grandfather of five
- **Previous Occupation:** Retired Arabic teacher
- **Income:** Government pension + some financial support from his children
- **Location:** Lives in a mid-sized city with his wife, while his children reside in different areas

### Pain Points & Dental Issues

- Lost more than seven teeth due to decay and past negligence.
- Suffers from frequent gum infections, causing bleeding when brushing.
- Difficulty chewing solid food, leading him to rely on soft or blended meals.
- Has a partial denture but finds it uncomfortable; considering fixed dentures or dental implants.
- Fear of dental visits due to previous painful experiences and anxiety about procedures.

### Goals & Expectations When Choosing a Dentist

- ✓ Seeking a long-term dental solution, not just temporary fixes.
- ✓ Prefers a patient and understanding dentist who explains procedures clearly.
- ✓ Looks for a clean and modern clinic where he feels comfortable.
- ✓ Wants flexible payment options to fit his financial situation.
- ✓ Needs precise appointment scheduling to avoid long waiting times.
- ✓ Prefers a clinic close to home or one that offers convenient transportation options for seniors.



## Mohamed Ali



- **Age:** 25 years old
- **Marital Status:** Single
- **Education:** Bachelor's degree in Business Administration
- **Income Level:** A class income group
- **Occupation:** Marketing Specialist at a local company
- **Interests:**
  - Fitness and working out at the gym.
  - Socializing with friends.
  - Personal grooming and style.
- **Challenges:**
  - Mohamed has two decayed teeth that need fillings.
  - He cares a lot about how his smile looks and wants to achieve a bright, attractive smile.
  - His schedule is packed with work, gym sessions, and social activities, making time management a challenge.
- **Needs:**
  - Mohamed is looking for affordable dental services from a skilled dentist who understands his desire for a perfect smile and pays attention to cosmetic details.
  - He values personalized care and needs a dentist who offers flexible appointment times that fit into his busy routine.
- **Main Goal:** healthy teeth and achieve a bright, attractive smile while prioritizing affordability, convenience, and personalized care when choosing a dentist.

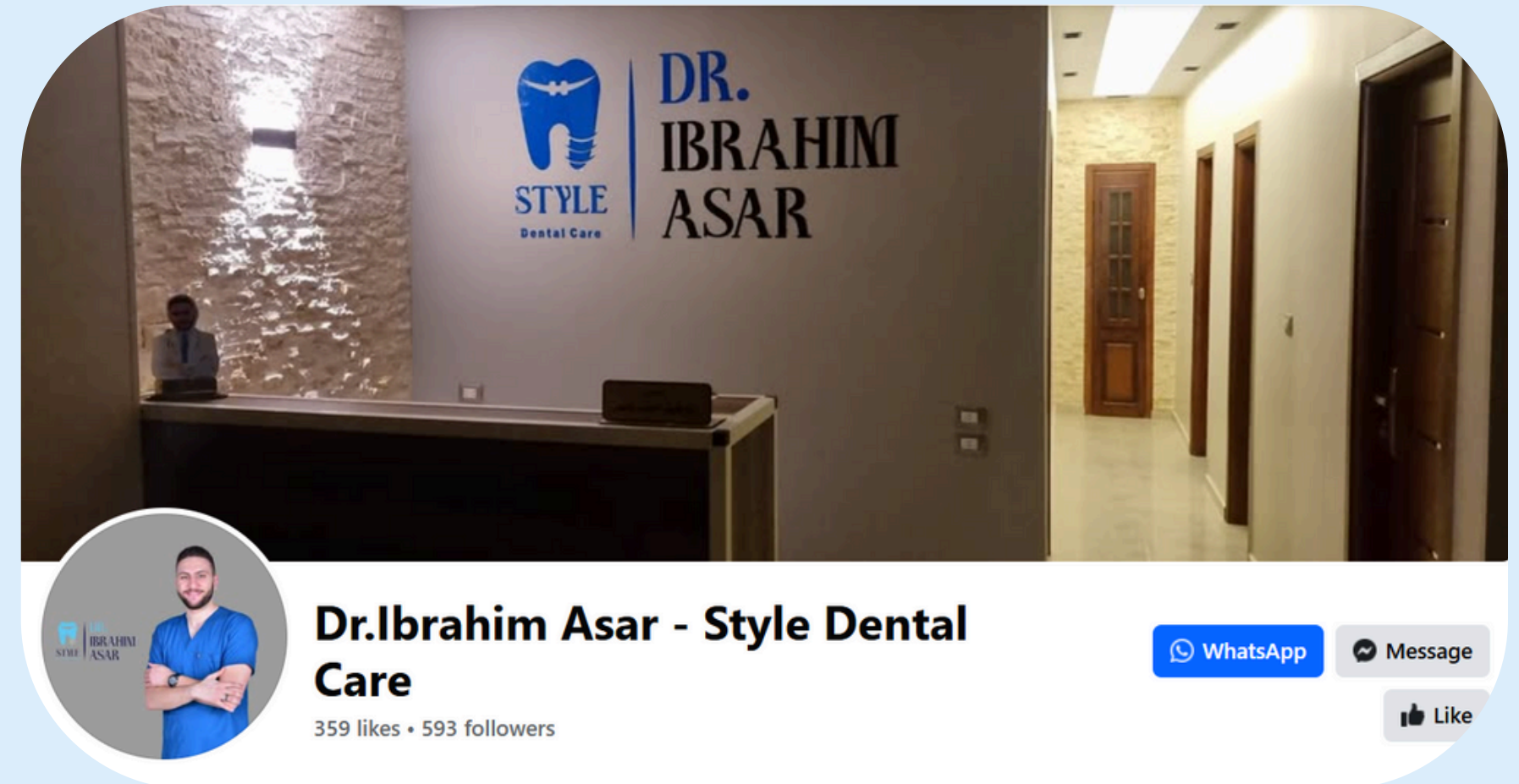
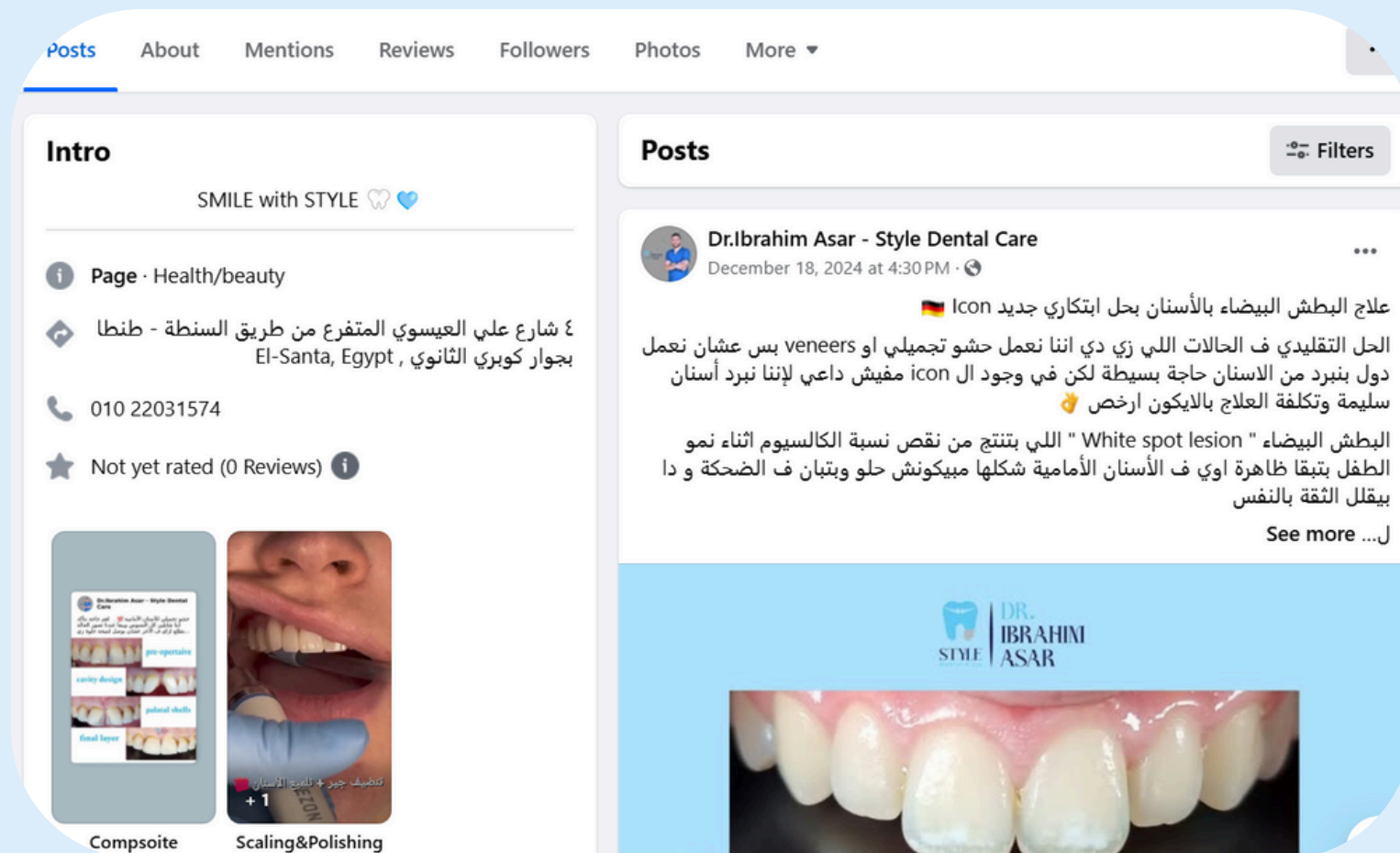


# Social Media Channels for Our Campaign

## Identifying the Suitable Digital Channels for the Campaign:

We have selected Facebook and Instagram as the primary digital marketing platforms for the campaign due to their wide reach among the target audience and their ability to drive high engagement through sponsored ads and interactive content.

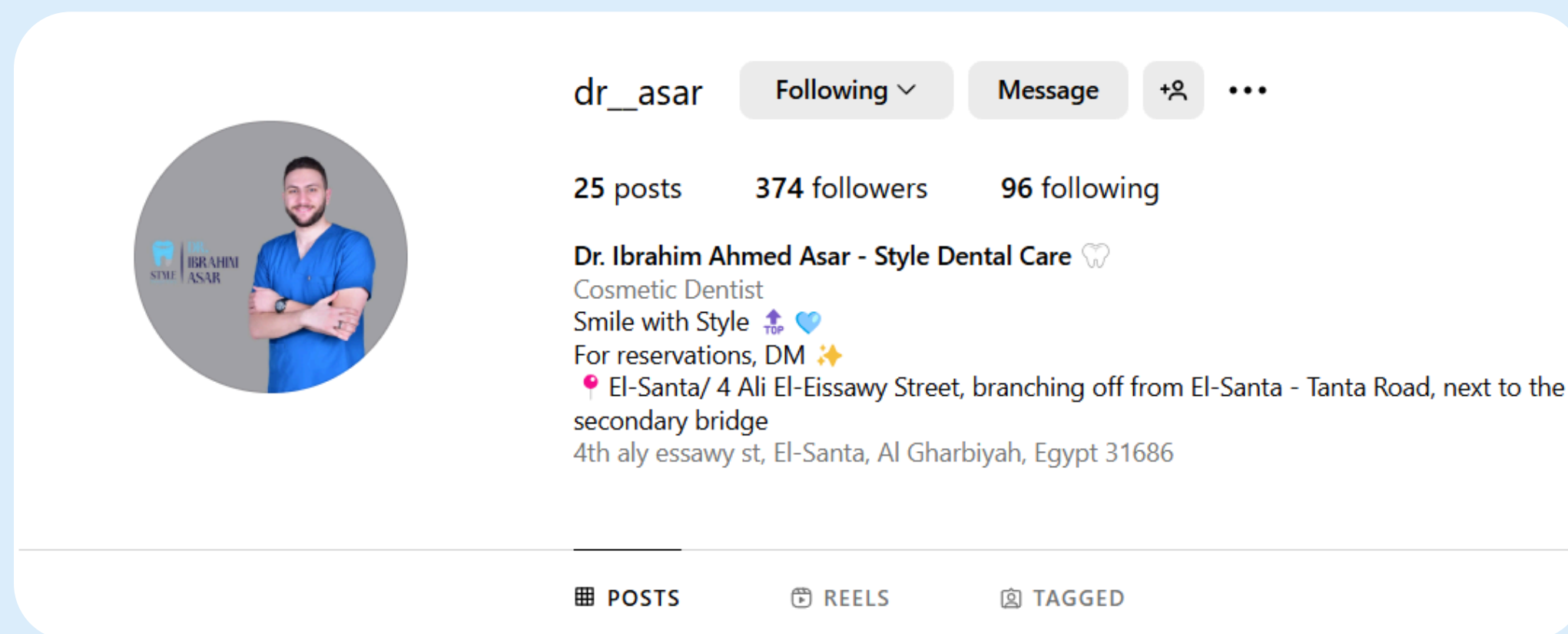
1



f FACEBOOK



# INSTAGRAM



**Highly visual platform, perfect for showcasing the clinic's services and creating brand awareness.**