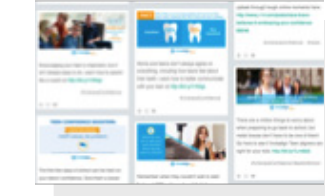# INVISALIGN 'UNBRACE TEEN CONFIDENCE'

SITUATION

The makers of Invisalign Teen® clear aligners set out to understand the teen psyche and how the perspective of teens and moms differ. They wanted to know how both teens and moms felt about teasing, peer judgment, and the impact acne, braces, and body changes had on a teen's self-confidence.

SOLUTION

GOLD PR created an integrated marketing campaign with multiple touchpoints to reach mom in all areas of her life, including: aligning brand with respected, top author and parenting expert to serve as spokesperson, an educational website, visual assets for sharing/viewing in social media, a downloadable pocket guide, a printed version of the pocket guide available at doctors' offices and through traditional TV, print and online media channels where custom infographics were used to communicate messages. The brand partnered with a relevant charity and worked with celebrity partners.

SUCCESS

- Total media impressions for the campaign were: 423,116,402.
- Secured a coveted *USA Today Snapshot* based on Invisalign survey
- Invisalign Teen was featured in many of the top women's & teen lifestyle magazines and online outlets including: *Working Mother*, *Teen Vogue*, *Parents*, *Huffington Post*, *Woman's Day* and *Family Circle*
- Several national broadcast outlets covered the launch including: *Access Hollywood*, *Meredith Viera*, *CBS This Morning*
- Local TV coverage in 19 out of the 20 targeted Invisalign Teen markets Delivered 3X projected consumer impressions and exceeded message pull through goals
- The social microsite and 'Unbrace Teen Confidence' pocket guide collectively had over 60,000 clicks, shares and downloads of the guide exceeding goal of 30,000 by 200%
- Secondary measures show that Teen Confidence Campaign created a lift in Invisalign business KPIs
- Drove 15% increase in parent page UVs (on Invisalign's website
- Contributed to 54% increase in Parent opt-ins (lead gen)
- Invisalign donated $30,000 to DoSomething.org as a result of consumer actions