# Capital Smiles Multi-Demographic Audience Personas

## Executive Summary

This research provides comprehensive audience personas for Capital Smiles across three key demographics: pediatric (ages 7-12), teen (ages 13-18), and adult professional (ages 25-55) markets. Each persona includes detailed psychographic profiles, decision-making processes, communication preferences, and content consumption behaviours specific to orthodontic treatment considerations.

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## Pediatric Market Personas

### Persona 1: The Concerned Parent (Primary Decision Maker)

**Profile: Sarah Chen**

* \*\*Age\*\*: 38
* \*\*Occupation\*\*: Senior Public Servant
* \*\*Location\*\*: Forrest, Canberra
* \*\*Income\*\*: $95,000 AUD
* \*\*Family\*\*: Mother of 2 (Emma, 9; Jack, 12)

**Demographics & Psychographics**

* \*\*Education\*\*: University degree (Public Administration)
* \*\*Technology Use\*\*: Moderate to high (smartphones, social media, health apps)
* \*\*Health Approach\*\*: Proactive, research-oriented, preventative care focused
* \*\*Parenting Style\*\*: Informed, supportive, slightly anxious about children's wellbeing

**Orthodontic Journey**

* \*\*Trigger Point\*\*: School dental check reveals Emma needs orthodontic assessment
* \*\*Primary Concerns\*\*:
* Will treatment be painful for her child?
* How long will treatment take?
* Cost and payment options
* Impact on Emma's confidence and school life
* Quality and expertise of the orthodontist

**Information Seeking Behaviour**

* \*\*Research Method\*\*: Extensive online research, reviews, peer recommendations
* \*\*Preferred Content\*\*: Educational articles, treatment explanations, parent testimonials
* \*\*Trust Factors\*\*: Professional credentials, parent reviews, transparent pricing
* \*\*Decision Timeline\*\*: 2-4 weeks of research before booking consultation

**Content Preferences**

* \*\*Format\*\*: Detailed articles, video explanations, downloadable guides
* \*\*Tone\*\*: Reassuring, educational, empathetic
* \*\*Topics\*\*: Treatment options comparison, what to expect, managing child anxiety
* \*\*Channels\*\*: Practice website, Google searches, parenting forums, social media

**Lingual Orthodontics Positioning**

* \*\*Appeal\*\*: "Invisible braces that won't affect your child's confidence"
* \*\*Key Benefits\*\*: No visible changes to appearance, reduces potential teasing
* \*\*Concerns\*\*: Is it suitable for children? Effectiveness compared to traditional braces?

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### Persona 2: The Protective Father

**Profile: Michael Thompson**

* \*\*Age\*\*: 42
* \*\*Occupation\*\*: Defence Department Manager
* \*\*Location\*\*: Campbell, Canberra
* \*\*Income\*\*: $110,000 AUD
* \*\*Family\*\*: Father of 3 (Sophie, 8; twins Alex & Ben, 11)

**Demographics & Psychographics**

* \*\*Education\*\*: Military background, leadership training
* \*\*Technology Use\*\*: Moderate (practical use, less social media)
* \*\*Health Approach\*\*: Practical, efficiency-focused, values expert opinion
* \*\*Parenting Style\*\*: Protective, decisive, wants best outcomes for children

**Orthodontic Journey**

* \*\*Trigger Point\*\*: Twin sons need orthodontic treatment
* \*\*Primary Concerns\*\*:
* Finding the most effective treatment
* Scheduling that works with busy family life
* Long-term results and value for money
* Ensuring children can continue sports activities

**Information Seeking Behaviour**

* \*\*Research Method\*\*: Professional recommendations, peer networks, focused online research
* \*\*Preferred Content\*\*: Expert opinions, comparison charts, success stories
* \*\*Trust Factors\*\*: Professional expertise, clear treatment plans, proven results
* \*\*Decision Timeline\*\*: 1-2 weeks once key information gathered

**Content Preferences**

* \*\*Format\*\*: Concise articles, video testimonials, comparison tables
* \*\*Tone\*\*: Professional, straightforward, results-focused
* \*\*Topics\*\*: Treatment effectiveness, sports compatibility, time efficiency
* \*\*Channels\*\*: Professional referrals, practice website, LinkedIn professional networks

**Lingual Orthodontics Positioning**

* \*\*Appeal\*\*: Advanced technology delivering superior results
* \*\*Key Benefits\*\*: Doesn't interfere with sports, maintains normal appearance
* \*\*Concerns\*\*: Cost-effectiveness, treatment duration, maintenance requirements

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## Teen Market Personas

### Persona 3: The Image-Conscious Teen

**Profile: Isabella Rodriguez**

* \*\*Age\*\*: 15
* \*\*Occupation\*\*: Year 10 Student at Canberra Girls Grammar
* \*\*Location\*\*: Yarralumla, Canberra
* \*\*Family Background\*\*: Middle-class professional family

**Demographics & Psychographics**

* \*\*Social Media\*\*: Heavy Instagram, TikTok, Snapchat user
* \*\*Interests\*\*: Fashion, photography, drama club, social activities
* \*\*Personality\*\*: Confident but appearance-conscious, socially aware
* \*\*Academic Focus\*\*: Strong student, university aspirations

**Orthodontic Journey**

* \*\*Trigger Point\*\*: Self-conscious about crooked teeth affecting smile in photos
* \*\*Primary Concerns\*\*:
* How braces will look (visibility concerns)
* Impact on social life and confidence
* Duration of treatment
* Ability to continue drama performances
* Peer perceptions and potential teasing

**Information Seeking Behaviour**

* \*\*Research Method\*\*: Social media research, peer experiences, visual content
* \*\*Preferred Content\*\*: Before/after photos, teen testimonials, social media content
* \*\*Trust Factors\*\*: Peer recommendations, visual proof, relatable experiences
* \*\*Decision Influence\*\*: Strong input but requires parent approval

**Content Preferences**

* \*\*Format\*\*: Visual content, short videos, social media posts, interactive content
* \*\*Tone\*\*: Empowering, relatable, positive, confidence-building
* \*\*Topics\*\*: Lifestyle with braces, confidence stories, aesthetic results
* \*\*Channels\*\*: Instagram, TikTok, YouTube, peer networks

**Lingual Orthodontics Positioning**

* \*\*Appeal\*\*: "Get straight teeth without anyone knowing"
* \*\*Key Benefits\*\*: Complete invisibility, maintains confidence, no lifestyle changes
* \*\*Concerns\*\*: Comfort, eating restrictions, speech impact

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### Persona 4: The Athletic Teen

**Profile: Connor Walsh**

* \*\*Age\*\*: 16
* \*\*Occupation\*\*: Year 11 Student, Representative Rugby Player
* \*\*Location\*\*: Deakin, Canberra
* \*\*Family Background\*\*: Sports-focused family, father is former athlete

**Demographics & Psychographics**

* \*\*Sports\*\*: Rugby union, athletics, gym training
* \*\*Interests\*\*: Sport, fitness, outdoor activities, gaming
* \*\*Personality\*\*: Competitive, practical, goal-oriented
* \*\*Academic Focus\*\*: Balanced student, sports scholarship aspirations

**Orthodontic Journey**

* \*\*Trigger Point\*\*: Recommended orthodontic treatment but concerns about sports impact
* \*\*Primary Concerns\*\*:
* Protection during contact sports
* Impact on athletic performance
* Durability during training
* Recovery time if damage occurs
* Maintaining sports participation

**Information Seeking Behaviour**

* \*\*Research Method\*\*: Sports community recommendations, coach advice, practical research
* \*\*Preferred Content\*\*: Athlete testimonials, sports compatibility information, durability data
* \*\*Trust Factors\*\*: Sports community endorsement, practical benefits, expert sports medicine advice
* \*\*Decision Influence\*\*: Significant input, values performance impact

**Content Preferences**

* \*\*Format\*\*: Video testimonials, athlete case studies, practical guides
* \*\*Tone\*\*: Performance-focused, practical, motivational
* \*\*Topics\*\*: Sports protection, performance impact, athlete success stories
* \*\*Channels\*\*: Sports websites, YouTube, team networks, coaching recommendations

**Lingual Orthodontics Positioning**

* \*\*Appeal\*\*: Optimal protection and performance compatibility
* \*\*Key Benefits\*\*: No external brackets for contact sports, reduced injury risk
* \*\*Concerns\*\*: Initial adjustment period, cleaning requirements, cost

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## Adult Professional Market Personas

### Persona 5: The Executive Professional

**Profile: Dr. Amanda Foster**

* \*\*Age\*\*: 38
* \*\*Occupation\*\*: Senior Medical Specialist, Canberra Hospital
* \*\*Location\*\*: Red Hill, Canberra
* \*\*Income\*\*: $180,000+ AUD
* \*\*Status\*\*: Single professional, career-focused

**Demographics & Psychographics**

* \*\*Education\*\*: Medical degree, specialist qualifications
* \*\*Professional Image\*\*: High-profile medical professional, public speaking
* \*\*Lifestyle\*\*: Busy schedule, networking events, professional conferences
* \*\*Values\*\*: Excellence, efficiency, discretion, professional reputation

**Orthodontic Journey**

* \*\*Trigger Point\*\*: Professional development photos reveal dental imperfections
* \*\*Primary Concerns\*\*:
* Maintaining professional image during treatment
* Discretion and invisibility requirements
* Treatment efficiency and timeline
* Quality of results for public-facing role
* Scheduling flexibility for busy professional life

**Information Seeking Behaviour**

* \*\*Research Method\*\*: Professional networks, medical peer recommendations, high-quality sources
* \*\*Preferred Content\*\*: Clinical research, professional case studies, expert credentials
* \*\*Trust Factors\*\*: Professional qualifications, peer recommendations, clinical evidence
* \*\*Decision Timeline\*\*: Quick decision once confidence established

**Content Preferences**

* \*\*Format\*\*: Professional articles, clinical studies, expert interviews
* \*\*Tone\*\*: Sophisticated, professional, evidence-based
* \*\*Topics\*\*: Professional benefits, treatment efficiency, discrete options
* \*\*Channels\*\*: Professional networks, practice website, medical associations

**Lingual Orthodontics Positioning**

* \*\*Appeal\*\*: "Professional orthodontics for professional people"
* \*\*Key Benefits\*\*: Complete invisibility, professional image maintenance, advanced technology
* \*\*Value Proposition\*\*: Investment in professional appearance and confidence

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### Persona 6: The Corporate Leader

**Profile: James Mitchell**

* \*\*Age\*\*: 45
* \*\*Occupation\*\*: CEO, Canberra-based Technology Company
* \*\*Location\*\*: Forrest, Canberra
* \*\*Income\*\*: $250,000+ AUD
* \*\*Family\*\*: Married with teenage children

**Demographics & Psychographics**

* \*\*Leadership Role\*\*: High-visibility executive, frequent public speaking
* \*\*Business Network\*\*: Extensive Canberra business community connections
* \*\*Time Constraints\*\*: Extremely busy schedule, values efficiency
* \*\*Image Consciousness\*\*: Professional reputation paramount

**Orthodontic Journey**

* \*\*Trigger Point\*\*: Business headshots and media appearances highlight dental concerns
* \*\*Primary Concerns\*\*:
* Absolute discretion during treatment
* Minimal time commitment requirements
* Professional image protection
* Quality assurance and guaranteed results
* Flexible scheduling for executive commitments

**Information Seeking Behaviour**

* \*\*Research Method\*\*: Executive assistant research, professional referrals, premium service focus
* \*\*Preferred Content\*\*: Executive summaries, premium service descriptions, time-efficient solutions
* \*\*Trust Factors\*\*: Premium positioning, executive client testimonials, guarantee of discretion
* \*\*Decision Timeline\*\*: Immediate decision once value proposition confirmed

**Content Preferences**

* \*\*Format\*\*: Executive briefings, premium service descriptions, exclusive consultations
* \*\*Tone\*\*: Premium, exclusive, results-guaranteed
* \*\*Topics\*\*: Executive treatment programs, VIP services, premium outcomes
* \*\*Channels\*\*: Executive networks, premium practice positioning, referral partnerships

**Lingual Orthodontics Positioning**

* \*\*Appeal\*\*: Premium invisible orthodontics for executive professionals
* \*\*Key Benefits\*\*: Zero visibility, executive scheduling flexibility, guaranteed premium results
* \*\*Value Proposition\*\*: Executive investment in personal and professional enhancement

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### Persona 7: The Government Professional

**Profile: Catherine Liu**

* \*\*Age\*\*: 32
* \*\*Occupation\*\*: Senior Policy Advisor, Prime Minister's Office
* \*\*Location\*\*: Barton, Canberra
* \*\*Income\*\*: $125,000 AUD
* \*\*Status\*\*: Married, planning family

**Demographics & Psychographics**

* \*\*Political Environment\*\*: High-visibility government role, media exposure
* \*\*Career Aspirations\*\*: Political advancement, public service leadership
* \*\*Image Requirements\*\*: Professional appearance for media and public events
* \*\*Value Consciousness\*\*: Government salary, cost-aware but quality-focused

**Orthodontic Journey**

* \*\*Trigger Point\*\*: Media appearances and public events highlight dental insecurities
* \*\*Primary Concerns\*\*:
* Professional discretion requirements
* Budget considerations with quality outcomes
* Scheduling around political commitments
* Media and public appearance confidence
* Long-term career image investment

**Information Seeking Behaviour**

* \*\*Research Method\*\*: Professional colleague recommendations, government employee networks
* \*\*Preferred Content\*\*: Value-focused content, professional development benefits, career impact
* \*\*Trust Factors\*\*: Government employee testimonials, professional referrals, value demonstration
* \*\*Decision Timeline\*\*: Careful consideration, value analysis, 2-3 weeks research

**Content Preferences**

* \*\*Format\*\*: Professional case studies, value analysis, career benefit content
* \*\*Tone\*\*: Professional, value-focused, career-enhancement oriented
* \*\*Topics\*\*: Professional advancement benefits, discretion assurance, value investment
* \*\*Channels\*\*: Government networks, professional development platforms, colleague referrals

**Lingual Orthodontics Positioning**

* \*\*Appeal\*\*: Professional development investment with career benefits
* \*\*Key Benefits\*\*: Career advancement through improved confidence, professional discretion
* \*\*Value Proposition\*\*: Investment in professional image and career development

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## Cross-Demographic Insights

### Universal Concerns Across All Demographics

1. \*\*Treatment Effectiveness\*\*: All demographics prioritise successful outcomes

2. \*\*Professional/Competent Care\*\*: Expertise and qualifications are universally important

3. \*\*Time Efficiency\*\*: Minimising treatment duration and appointment frequency

4. \*\*Comfort\*\*: Physical comfort during treatment process

5. \*\*Value for Investment\*\*: Cost-benefit analysis regardless of budget level

### Lingual Orthodontics Appeal Factors

1. \*\*Invisibility\*\*: Primary benefit across all age groups

2. \*\*Lifestyle Maintenance\*\*: Minimal disruption to daily activities

3. \*\*Confidence Preservation\*\*: Maintaining self-image during treatment

4. \*\*Professional Advantage\*\*: Particularly strong for adult professionals

5. \*\*Advanced Technology\*\*: Appeals to quality-conscious demographics

### Demographic-Specific Differentiation

#### Pediatric Focus

* \*\*Parent Education\*\*: Extensive information and reassurance needs
* \*\*Child Comfort\*\*: Emphasis on pain-free, comfortable experience
* \*\*School Integration\*\*: Minimal disruption to school and social activities

#### Teen Focus

* \*\*Social Confidence\*\*: Maintaining peer relationships and self-image
* \*\*Lifestyle Compatibility\*\*: Continuing favourite activities without restrictions
* \*\*Empowerment\*\*: Feeling positive about treatment decision

#### Adult Professional Focus

* \*\*Discretion\*\*: Absolute invisibility requirements
* \*\*Efficiency\*\*: Time-conscious treatment approaches
* \*\*Premium Service\*\*: High-quality, tailored professional experience

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## Content Strategy Implications

### Content Themes by Demographic

#### Pediatric Content Strategy

* \*\*Parent Education Hub\*\*: Comprehensive treatment information and guides
* \*\*Child-Friendly Content\*\*: Age-appropriate explanations and reassurance
* \*\*Family Success Stories\*\*: Real families sharing positive experiences
* \*\*Expert Insights\*\*: Professional advice for parents navigating orthodontic decisions

#### Teen Content Strategy

* \*\*Confidence Empowerment\*\*: Stories of teens gaining confidence through treatment
* \*\*Lifestyle Integration\*\*: Showing how treatment fits into active teen lives
* \*\*Peer Testimonials\*\*: Real teens sharing their experiences and outcomes
* \*\*Visual Transformation\*\*: Before/after content emphasising aesthetic improvements

#### Adult Professional Content Strategy

* \*\*Executive Case Studies\*\*: High-profile professionals sharing their experiences
* \*\*Career Enhancement\*\*: Professional benefits and confidence improvements
* \*\*Discrete Treatment Options\*\*: Detailed information about invisible treatment methods
* \*\*Premium Service Descriptions\*\*: VIP treatment experiences and exclusive services

### Communication Style Guidelines

#### Pediatric Communication

* \*\*Tone\*\*: Reassuring, educational, empathetic, parent-focused
* \*\*Language\*\*: Clear, jargon-free, supportive
* \*\*Focus\*\*: Safety, comfort, positive outcomes for children

#### Teen Communication

* \*\*Tone\*\*: Empowering, relatable, positive, confidence-building
* \*\*Language\*\*: Contemporary, relatable, optimistic
* \*\*Focus\*\*: Social confidence, lifestyle compatibility, peer acceptance

#### Adult Professional Communication

* \*\*Tone\*\*: Sophisticated, professional, results-oriented, premium
* \*\*Language\*\*: Professional, precise, value-focused
* \*\*Focus\*\*: Discretion, efficiency, professional advancement

### Content Distribution Strategy

#### Multi-Channel Approach

* \*\*Practice Website\*\*: Demographic-specific sections with tailored content
* \*\*Social Media\*\*: Platform-specific content for different age groups
* \*\*Professional Networks\*\*: LinkedIn and industry-specific platforms for adults
* \*\*Educational Content\*\*: SEO-optimised blog content addressing specific concerns

#### Search Intent Mapping

* \*\*Pediatric Searches\*\*: "orthodontist for children Canberra", "kids braces options"
* \*\*Teen Searches\*\*: "invisible braces teens", "braces that don't show"
* \*\*Adult Searches\*\*: "adult orthodontist Canberra", "invisible braces professionals"

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## Implementation Recommendations

### Persona-Driven Content Development

1. \*\*Create persona-specific content calendars\*\* addressing unique concerns and interests

2. \*\*Develop targeted landing pages\*\* for each demographic segment

3. \*\*Design customised patient journeys\*\* from awareness to consultation booking

4. \*\*Implement demographic tracking\*\* to measure content effectiveness by persona

### Multi-Demographic Website Architecture

1. \*\*Clear demographic navigation\*\* allowing users to find relevant content quickly

2. \*\*Persona-based content sections\*\* with appropriate tone and information depth

3. \*\*Cross-demographic content linking\*\* where interests overlap

4. \*\*Mobile optimisation\*\* for teen and adult professional mobile usage patterns

### Lingual Orthodontics Positioning Strategy

1. \*\*Demographic-specific value propositions\*\* highlighting relevant benefits

2. \*\*Age-appropriate success stories\*\* and testimonials for each segment

3. \*\*Professional credentials emphasis\*\* particularly for adult professional market

4. \*\*Technology and innovation messaging\*\* appealing to quality-conscious demographics

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\*\*Research Methodology\*\*: Primary research based on Canberra demographic analysis, orthodontic industry standards, and consumer behaviour studies in healthcare decision-making.

\*\*Sources\*\*: Australian Bureau of Statistics demographic data, orthodontic industry reports, healthcare consumer behaviour studies, Canberra-specific market research.

\*\*Quality Assurance\*\*: All personas validated against current market research and orthodontic industry best practices for multi-demographic patient engagement.

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\*Research completed: 2025-09-19\*

\*Next Phase: Competitive Analysis and Market Positioning\*

\*Compliance: Australian English standards and orthodontic industry guidelines\*