



JOIN US IN THE LARGEST EVER PUBLIC HEALTH CAMPAIGN PROMOTING PREVENTIVE ORAL HEALTH.

A new and unique oral health
campaign channelling the theme of
health and fitness.

Linking the status of oral health to
that of general health.

An **interactive campaign** empowering
everyone to achieve a **healthy smile.**

THE NEED



The UK's awareness of general health has increased.
But in comparison, oral health is seen as an easy sacrifice.
The rewards of good oral health are still not recognised.
And the links with general health are not widely known.
We need to increase the perceived value of oral health
so that it is in line with that of general health.
Encouraging an end to the repair shop.
Repositioning dental practices as overall partners in
overall health.



THE GOALS



A multi-channel public awareness campaign that embeds behavioural change and promotes proactive oral health.

Evolves the role of the dental care professionals from the repair shop to partners in overall health.



Messages that leverage the familiar routine general health, to make oral health less abstract and its benefits quick to understand.

Instil more frequent and more varied buying habits and grows the £3.5 billion oral care market.

THE IDEA



Get Your Mouth In Shape – the idea that you cannot truly consider yourself in good health until you are in good oral health.

Sloganline executed through **Oral Activ** – the real oral health gym.

Borrowing the language of health and fitness communications.

Drawing a parallel with the importance of good oral health.

DCPs as personal trainers.

Toothbrushing reps, mouthwash fountains, interdental classes.



THE ACTIVATION



A film and TV launch, radio and OOH advertising, digital and social media with online workouts.

A real life gym and pop-up shops with dental advice.

Across health clubs and retail.

Dental practices, GPs, hospitals and pharmacies.

Patients to join the oral health gym for advice & tips.

DCPs will join as the Oral Activ Practice.

DCPs given tools to create a preventive journey, enhancing patient-practice communication in the practice and online.





LAUNCHING IN Q2 2023

ENQUIRES TO JUSTIN SMITH (JUSTIN@DENTALHEALTH.ORG)

