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AAO CAP Campaign Turns Heads and Surpasses Milestone

The AAO Council of Communications (COC) has been hard at work spreading its message – to consumers and members alike.

CONSUMER EFFORTS

As you may remember, the AAO debuted “Happy Mouth Now,” a light-hearted, parody video series in May to address the potential dangers of not seeing an orthodontist in person. Since the launch of this campaign just a few short months ago, the AAO has made waves in advertising circles and is getting noticed for this intriguing and unique consumer education campaign. Additionally, this all-digital campaign recently surpassed 10 million total views on social media and Youtube. AdWeek, an advertising trade publication frequented by global advertising creators, recently highlighted this campaign, calling it the AAO’s “most significant foray into content marketing”.

Speaking of content marketing, AAO blogs continue to position the AAO as *the* online orthodontic resources for consumers by providing new, relevant and easily accessible content. Recent post, “[My Orthodontist’s Office Has Reopened. Is it Safe to Go?](#)” ranks first on Google Search Results for the query “Is it safe to go to the orthodontist” ahead of NYTimes, WebMD, Health.com, NPR and Business Insider. Blogs are available on the consumer site (aaoinfo.org/blog) for members to share.

For the second year, the AAO will observe National Bullying Prevention Month in October as a significant part of the celebration of National Orthodontic Health Month, and member practices are invited to join the effort.

To make it easy for practices to support the cause, the AAO has developed a toolkit comprised of observance ideas, posters, social media graphics and a t-shirt design to help interested members lead their teams to implement anti-bullying campaigns in their practices and communities. Learn more about the AAO’s 2020 initiative (#bullyingbites), access materials, and view examples of how member practices participated in the 2019 National Bullying Prevention Month observance at aaoinfo.org/bullyingbites.

MEMBER MARKETING

This year, the AAO implemented a total redesign of the weekly eBulletin. In addition to a new format, style updates and increased opportunities for promotion, the AAO expanded the reach of the weekly eBulletin substantially. Furthermore, we have moved to a regularly scheduled distribution, as AAO eBulletins are now delivered first thing on Friday mornings with few exceptions. In the months since this relaunch, the AAO has connected with more members, yielded more clicks on AAO resources and increased the usage of AAO products and member benefits. ([Unsubscribed AAO members can re-subscribe to AAO emails here.](#)) **Since March, the open rate on AAO emails has been an impressive 48.8% with an average click rate of over 17%.**

The AAO’s Coronavirus Resource Center emails also reached members during COVID-19 related practice closures and business interruption. As members requested resources for responding to the pandemic,

the AAO began development of both closure and reopening guidance, personal protective equipment (PPE) leads, and advocacy updates and recommendations. Since March, this resource center has been **accessed by AAO members over 150,000 times** and has included updates from the CDC, OSHA, FEMA, and other regulatory bodies.

The AAO also expanded member communication to [SMS text messaging](#) for breaking news and other time sensitive member needs. Meanwhile, a relaunch of the member website and the AAO Podcast can be expected this fall. The AAO is continuously looking for new opportunities to reach members with helpful resources and information; [please feel free to reach out](#) with additional ideas for member marketing improvements and additional member communication avenues.