

October 23, 2019

Here is the fall update on the [AAO's Consumer Awareness Program \(CAP\)](#) to educate the public on orthodontic care and defend and promote the specialty. As you may remember, the CAP moved to its current, data-driven format in 2017, in an effort to target a variety of new audiences and reach consumers in the modern age. Our goal for the current campaign is to drive consumers to [AAOInfo.org](#) where they can learn more about the importance of getting orthodontic care by orthodontists and also have the opportunity to locate nearby AAO members through the ['Find an Orthodontist'](#) service.

Now that the AAO has entered a new fiscal year, we would like to take this opportunity to share our progress – both in the United States and Canada and in the Great Lakes region.

From comprehensive vantagepoint, the reach of the AAO's electronic media campaign (CAP) continued to show strong growth in fiscal year 2019. In the United States and Canada, **4.9 million individuals** visited the AAO consumer website from June of 2018 to May of 2019. In total, AAO CAP ads appeared before American and Canadian consumers over **1.1 BILLION times** during FY '19. These campaigns included important initiatives targeting young parents, consumers considering DIY products, adult orthodontic patients and [the AAO blog](#).

In the Great Lakes region specifically, AAO sponsored content appeared over 150 million times in fiscal year 2019 including over 2 ½ million video views on Youtube! During this time, over 600 thousand individuals in GLAO viewed our consumer-oriented website, and thousands used the "Find an Orthodontist" service to locate an AAO member in their area.

This campaign is strategically targeted towards consumers who have demonstrated an interest in orthodontic care, and we advertise on platforms like Google, Bing and Yahoo, social media outlets like Facebook, Instagram and Twitter and countless other news and media sites. Since the AAO moved to an online focus for this campaign, annual impressions on AAO ads have sky-rocketed, resulting in over a billion hits in FY '19 and dramatically increasing web traffic to the consumer site in both the United States **and** Canada.

October 23rd was the day the AAO picked to blitz social media with images and posts about our partnership with "Stand for the Silent ". This group is an anti-bullying organization that the AAO will continue to support and promote during the month of October as part of national orthodontic health month. GLAO members are encouraged to go to the AAO website and download information and read more about what you can do to combat bullying and "Stand for the Silent."

Do you have questions about the **Consumer Awareness Program**, our targeting or how can you play a part? [Check out our CAP page](#) on the member website where you can see results specific to your state, access AAO marketing materials and hear from the AAO members who play an active role in promoting the orthodontic specialty. And don't forget to like and follow our pages on [Facebook](#), [Twitter](#) and [Instagram](#) where you can interact with our content and expand the reach of our social media network.

Thank you for your time and membership in the American Association of Orthodontists,

Dr. Aron Dellinger

GLAO Representative to the COC