

COC Summary For Constituent Reports – October 2022

The COC met in-person in St. Louis September 30 – October 1, 2022. The following is an update of COC activities:

Consumer Awareness Program (CAP)

The AAO CAP is the only mass campaign promoting orthodontic treatment by an orthodontist. The CAP is digitally focused, behaviorally targeted and demographically targeted.

FY22 Performance

- Website
 - 4.5 Million Users
 - 9.7 Million Pageviews

- Social Media
 - 180 Million Impressions
 - 103 Million on Facebook / 77.5 Million on Google & YouTube
 - 7 Million Clicks
 - 4.7 Million from Facebook (4.57% CTR)
 - 2.3 Million from Google & YouTube (3.01% CTR)

FY22-23 Performance

- The AAO Consumer Awareness Program (CAP), all-digital since 2017, is now undergoing strategic revamping for media channels as well as preparing for a new creative strategy.

- The CAP will continue to be all digital, but with delivery of content based on demographics (women aged 30-45) and behaviorally targeted (for example, having searched for an orthodontist). Expanded use of online media is expanding CAP content's reach.

- In the past the AAO has used Facebook, YouTube and Instagram but is now adding OTT, programmatic digital content, native digital and native video channels.* The new digital strategy began in September and by the end of the month had achieved:
 - 5 million impressions (content presented to individuals);
 - 349,000 conversions (click-throughs to the consumer website, aaoinfo.org); and
 - 3,359 clicks on the Find an Orthodontist locator on the aaoinfo.org home page.

- Content being delivered on the added channels includes videos from two popular AAO series that launched with large-scale views and engagement on Facebook and YouTube during the past two years, “The Precocious Kid” and “The Almost Right Person.”

* The new media types now being used by the AAO to deliver content to consumers include:

- OTT: Standing for “Over the Top,” OTT refers to any direct-to-consumer video content platform offering content customers to stream on-demand, such as Netflix, Disney+, Hulu, etc.
- Programmatic digital content – Automated technology is used for digital media buying (the process of buying advertising space), as opposed to traditional (often manual) buying methods. Programmatic media buying employs data insights and algorithms to deliver ads to users.
- Native digital – This is a type of advertising in which ads have the same look as the content in which they are placed and fit “natively” and seamlessly on the web page. Since they don’t really look like ads, so they don’t disrupt the user’s interaction with the page. T
- Native video: Rather than being hosted on specific sites and linked to other digital channels or pages, Native video is uploaded to or created on social networks and played in-feed. Native video formats are platform-specific and are designed to maximize engagement by users.

Consumer Website

- The consumer website redesign to improve SEO optimization is underway targeting early 2023 to launch.

New Creative Approach Tailored for Ease of Consumption

- Materials are being developed for a new creative approach emphasizing “snackable” content that is short-form and easy to consume. Photos, infographics, memes and short videos will be included. As these new creative assets are developed they will be tested on Facebook and on the new channels.

Bullying Bites

- The central rallying day for National Bullying Prevention Month, which the AAO is supporting via the Bullying Bites campaign, is Unity Day on October 19. AAO members are encouraged to have their teams to wear orange that day. Take pictures and share them on social media using the hashtag #bullyingbites.
- This year, the AAO has made a variety of resources available to members to utilize in their practices. Bullying Bites promotional kits were delivered to practices who ordered them by 9/28. The kits included 3 posters, 2 easel back counter cards, 500 pledge forms and 500 stickers. Bullying Bites 2022 is supported by ebulletins, a

social media campaign and downloadable content for members. This year's campaign is seen as a major improvement over prior years and next year will be even better.

Member Marketing

The AAO Board of Trustees has identified Member Centric Marketing as one of three objectives AAO should address in FY23.

The following strategies will be employed:

- Omni-Channel Communication
 - Continue to optimize ebulletins
 - Improve findability and search functionality on member website
 - Improve readability of print publications
 - Social media strategy with channel and content specific to audience
 - Video content for member website and social media
 - Cultivate network of orthodontic influencers to amplify messages
 - Explore potential new AAO app
 - Grow SMS text distribution list
- Reach All Generations
 - Use a variety of channels to reach all generations
- Measure, Measure, Measure
 - Employ A/B testing to optimize email/ebulletin open rate
 - Track effectiveness of specific tactics
- Personal Member Preferences
 - Improve member level data collection and curate/personalize content accordingly

Participation in New Task Force

- Resolved, that the AAO President appoint a Committee/Task Force consisting of two members from each of the following Councils—COE, COSA, COOP, COC to review the Executive Summary of the AAO White Paper regarding Obstructive Sleep Apnea to create a roadmap for action on the part of the AAO going forward...