



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 OPPORTUNITY

- The new post-COVID world offers a unique opportunity to embrace change and establish new ways of working to deliver better oral health for the population.
- A unique, Oral Health Foundation branded campaign backed by multiple stakeholders.
- Supported by UK chief dental officers and the dental public health community to change the public perception of dentistry from treatment to prevention.
- Celebrating 50 years of the Oral Health Foundation's mission to improve oral health for all.



THE NEED

- COVID-19 has boosted the UK's awareness in mental and physical health.
- In comparison, oral health is still seen as an easy sacrifice.
- The reward of good oral health are still not recognised as high enough to change behavioural habits.
- The links with general health are still widely unrecognised.
- We need to increase the perceived value of oral health so that it is in line with that of general health.
- Encouraging the public to stop using dental practices as repair shops and instead see them 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.
- Strapline executed through **Oral Activ** – the real oral health gym.
- Oral Activ will position oral health products in the same bracket as other products or brands associated with health and fitness by:
 - Using a concept people are familiar with... the gym.
 - Borrowing the language of health and fitness communications.
 - Drawing a parallel with the importance of good oral health.
 - Bringing to life a fictional gym: Oral Activ.



THE ACTIVATION

- A national multimedia campaign, including 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. Opportunities in health clubs and retail.
- Advertising in dental practices, GPs, hospitals and pharmacies.
- Patients to join the oral health gym for advice & tips. DCPs will become the Oral Activ Practice,
- receiving tools to create a preventive journey, enhancing patient-practice communication in the practice and online.



ROADMAP & COSTS

PHASE 1

Q1 & Q2 2023

Commitment from
sponsors.

Development of
creative assets.

PHASE 2

Q3 & Q4 2023

Pilot takes place.

Consumer **focus groups**.

Teaser released to the
health profession.

PHASE 3

Q1 2024

Consumer and professional
campaign **media launch**.

Key event to mark
World Oral Health Day.

PHASE 1 & 2

Content production & pilot

Funding in **April 2023**

Total needed in this phase: **£340,000**

PHASE 3

Consumer launch

Funding in **September 2023**

Total needed in this phase: **£2,150,000**



ENQUIRES TO JUSTIN SMITH
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