

TPH3 Campaign: DDS Dan Program Outline and Elements

Contents

- Overview of DDS Dan campaign
- Strategy and objectives
- Deliverables
- Timeline (long term)
- Timeline framework (short term, each story)
- Deliverables and campaign elements
- Measurement/reporting

DDS Dan

DDS Dan is a fixer in the world of dentistry. He is not a superhero, but he is a guy who has all the answers and can solve problems for dentists.

DDS Dan will be illustrated using a graphic novel feel and brought to life via multiple online and social channels of communication. He tells the Stories of TPH3 and how it can help dentists conduct superior restorations.



Strategy and Objectives

Strategy

- Build awareness and engagement among current and prospective users of TPH3 via a fun, interesting, and engaging character-driven campaign.

Goals

- Build Awareness
- Increase Engagement
- Create Conversions

Objectives

- Increase exposure of TPH3 and DDS Dan campaign among dentists who have not purchased
- Broaden reach by involving audience in campaign (comments, posts, retweets, surveys)
- Generate leads via fans, followers, and trial sample requests
- Increase sales

Basic Concept: Six Stories

DDS Dan will illustrate the strengths of TPH3, and the reasons dentists will choose it, via six “Story” themes that will be rolled out over the course of the campaign.

1. Stain Resistance
2. Simple Shading
3. Dependability: Control Standard for Comparison Studies
4. Sustained Clinical Success: 8 Years
5. Proven Acceptance: 40 Million Restorations
6. Affordability

Overarching message of easy handling in each story.

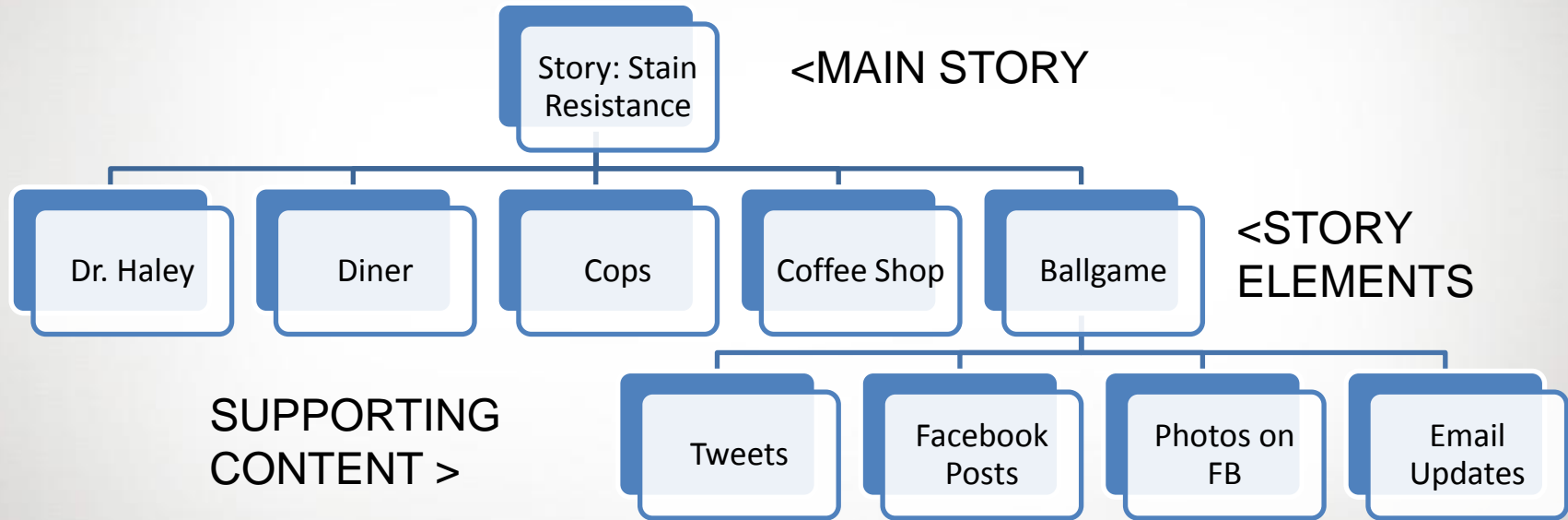
New Story elements will be rolled out approximately every two months.

Deliverables

Each Story Cycle will involve creating and deploying a standard set of deliverables.

- Story elements or Episodes
 - Approximately 5 episodes or scenes featuring DDS Dan that illustrate the main Story theme
 - 1-3 paragraphs each for the Social Media team to use as the basis for planning content outflow
- Print ad
- Landing page/microsite updates
- Video (6 total)
- Email
- Social Media activity
 - Approximately 5-10 tweets and 1-2 Facebook posts per day
 - Promotions, user engagement, and clinical news

Example of Story/Story Element /Supporting Content



Long-Term Timeline: Six Stories

Approximately 12 Months



Launch: Stain
Resistance
July 1

Creamy
Handling Sept
1

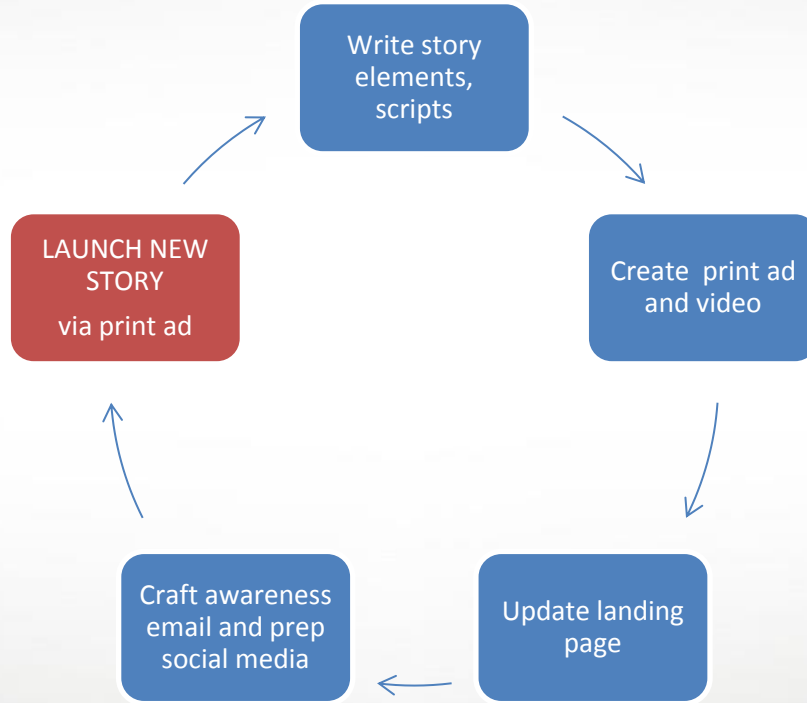
Dependability
November 1,
2013

Sustained
Success
January 1,
2013

Proven
Acceptance
March 1, 2013

Affordability
May 1, 2013

Short-Term (2 Month) Story Cycle



Communication Elements of Each Cycle

Build awareness

- Print ad is live
- Send email to Caulk CRM list and TPH3 followers with new Story elements
- Send email out through DentalTown list for each story
- Consider other traffic-building initiatives such as PPC
- Monitor and report on email delivery statistics, web site traffic

Promote engagement

- Follow editorial calendar and post/respond on managed channels
- Monitor and report on video views, social media posts

Generate action

- Link tweets/posts with signup form
- Promote in other Caulk channels
- Monitor and report on sample requests, orders, and other conversions

Short Term Cycle Production Plan

TIMING	DESCRIPTION	ACTION
Week 1	Current story launches: print ad, landing page, email, video	Team
Week 2-3	Create story elements, write synopses, write scripts	Copy
Week 3-4	Edit video	Video
Week 3-4	Design print ad, email	Design
Week 5	Client review print ad, email	
Week 5-6	Create landing page	Digital
Week 5-6	Client review/revise video	
Week 7	Client review landing page, any other elements	
Ongoing	Manage social media channels, post content	Digital
Week 8	Final revisions, QA, launch new Story elements	Team

Specific Copy Deliverables

Writer

- Main Story idea
- 5 episode synopses
- DDS Dan and other character, as applicable, backstory information

Social Media Team

- Fill in the editorial calendar using provided content as a basis
- Write Tweets and Posts as needed (using voice of DDS Dan)

Social Editorial Calendar Framework

Uses the First Story, Stain Resistance, as an example.

We really need a story arc to make this fly in social media—a mystery would be best.

Story 1: Staining				
TIMEFRAME:	8 weeks, July 2 through Aug 24			
VIDEO LINK:				
TRADE SHOWS:				
CLINICAL STUDIES:				
OTHER SUPPORTING MATERIALS:				
Episodes	Dentist's Issue: Dr. Haley	Diner: Coffee	Cops or Ballgame: Mustard	Hipster hangout: Wine
Case/Issue				
Investigation				
Evidence				
Climax				
Resolution				
Audience Surveys				
Engagement Posts	1.			
	2.			
	3.			
	4.			

Social Ed Calendar (p. 2)

Week 1 -2: Dentist's Issue

July 2: Awareness	July 9: Call to action
July 3: Awareness	July 10: Call to action
July 4: Engagement	July 11: Resolution, TPH3
July 5: Engagement	July 12: Resolution TPH3
July 6: Engagement	July 13: Transition

Week 3 - 4: Diner, Coffee Focus

July 16:	July 23:
July 17:	July 24:
July 18:	July 25:
July 19:	July 26:
July 20:	July 27:

Week 5 - 6: Ballgame, Mustard Focus

July 30:	Aug 6:
July 31:	Aug 7:
Aug 1:	Aug 8:
Aug 2:	Aug 9:
Aug 3:	Aug 10:

Week 7 - 8: Hipster Hangout, Wine Focus

Aug 13:	Aug 20:
Aug 14:	Aug 21:
Aug 15:	Aug 22:
Aug 16:	Aug 23:
Aug 17:	Aug 24:

Current Print Ad Production Plan

- Client to provide feedback on the staining ad by 6.11
- Staining ad to be sent to pub 6.15

Remaining Print Ad Concepts

- Internal review 6.12
- Revisions 6.13-6.15
- Client review 6.18
- Revisions 6.18-6.20
- Final client review and approval 6.21
- Illustrator to create images 6.21-7.6

Current Landing Page Production Plan

- Brief Design and Development team 6.7
- Hand off copy to creative 6.12
- Internal review of landing page design 6.13am
- Revisions 6.13
- Client review of landing page design 6.14pm
- Revisions 6.14
- Final client review 6.14pm
- Programming 6.15-6.22
- QA and testing 6.22-6.26
- Final client review and approval 6.27
- Go live 6.28
- Print ad will hit 7/1
- Next Story Cycle will begin after that

Current Video Production Plan

- Internal review of storyboard and VO for staining video 6.7
- Client review of storyboard and VO 6.11
- Revisions 6.11-6.12
- Final review and approval 6.12
- Develop video 6.13-6.18
- Internal review of video 6.18
- Revisions 6.18
- Client review of video 6.19
- Revisions 6.20-6.21
- Finalize video 6.22-6.25
- Final client review and approval 6.26

Current Facebook and Twitter Production Plan

- Internal review of social plan 6.7pm
- Client review of social plan 6.11
- Complete rest of posts for staining story 6.12-6.14
- Internal review of remaining posts 6.14
- Client review 6.15
- Develop Facebook and Twitter pages with copy 6.14-6.19
- Create social channel design assets 6.19-6.19
- Internal review of Facebook and Twitter pages 6.19
- Client review of Facebook and Twitter pages 6.20
- Revisions 6.21-6.22
- Final review 6.25
- Posts live 6.27

Current Microsite Production Plan

Symmetri to discuss next steps on the microsite updates

- Brief team 6.11

Measurement/Reporting

- Generate report every Story Cycle (roughly once ever 2 months)
- Key Performance Indicators
 - Exposure:
 - Email metrics (opens, links followed, unsubscribes)
 - Website traffic (visits, page visits, referral sources)
 - Social metrics (followers, fans)
 - Engagement:
 - Video views
 - Time on site
 - Retweets, replies, @ mentions, comments
 - Action:
 - Sample requests
 - Online orders
 - Sign ups for future DDS Dan info