

DENTISTRY THAT MAKES A DIFFERENCE

ONE SMILE AT A TIME

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This campaign showcases the **transformative power dental therapists have to create meaningful change in the lives of patients and communities served by Michigan CHCs.** “Dentistry That Makes a Difference—One Smile at a Time” uses impactful visuals of smiling dental professionals, placing them in black and white on vibrant gradient backgrounds in MPCA’s brand colors. The semi-circle design element evokes the shape of a smile, reinforcing the message of impact and positivity. The theme emotionally connects with recruits by celebrating the significant difference they can make, one patient at a time...



PHOTOGRAPHY for the campaign focuses on natural, authentic emotions that evoke warmth, compassion, and hope. Each image is well-lit with soft, natural lighting that highlights genuine joy and human connection—reflecting the positive impact of Michigan CHCs.



40%

HIGHER CAMPAIGN PERFORMANCE
WHEN LEVERAGING PERSONAS VERSUS
NON-PERSONA BASED CAMAPAGNS.



INTRODUCTION TO PERSONAS

Personas are semi-fictional representations of key audience segments, created using real research and data to gain a deeper understanding of specific subsegments within a larger target audience. They help refine messaging, creative direction, and strategy by ensuring that the campaign speaks directly to the motivations, needs, and behaviors of distinct groups. By using personas, we create a **more effective, human-centered campaign that resonates with the right people and drives meaningful engagement.**

PERSONAS

Emily
Dental Hygienist



Luna
Dental Therapy Student





EMILY: Dental Hygienist Seeking Career Growth

AGE: 30-45

EDUCATION/CAREER: Associate’s degree in applied science in Dental Hygiene. Currently works as a dental hygienist at a private practice.

FAMILY: Divorced; Two children

HOBBIES + PASTIMES:

- Taking her kids to sports and other after school activities
- Pencil sketching and doodling
- Watching her favorite shows like The Crown and The Queen’s Gambit



I’ve been a hygienist for a decade now and I love it, but **I feel like I can do more. I’m ready to take the next step** in my career and be able to better provide for my family.

PERSONALITY TRAITS

- **Empathetic**, detail-oriented, strong passion for helping children
- **Practical** and stability-focused
- **Resilient** and adaptable

MOTIVATORS

- **Providing** for her two children, particularly after the divorce
- **Personal fulfillment**; looking for her work to provide her a sense of purpose
- **Flexibility** with work to care for her kids.

BARRIERS

- Uncertainty and **financial instability**
- **Time constraints** and **geographic constraints** with her kids



LUNA: Dental Therapy Student

AGE: 21-30

EDUCATION/CAREER: Currently enrolled in a dental therapy program. Works part time at the front desk of a dental office.

FAMILY: In a relationship; still partially supported by family

HOBBIES + PASTIMES:

- Hanging out with friends and boyfriend
- Casual fitness; cycling
- Binging favorite Netflix Shows like Bridgerton and Outer Banks

PERSONALITY TRAITS

- Ambitious
- Highly values work-life balance

MOTIVATORS

- **Financial independence** and ability to support personal goals and future.
- **Wants to buy a house** within 5 years after graduating.
- **Time with loved ones**—she values a career that lets her maintain close relationships and prioritize time with her loved ones.

BARRIERS

- **Uncertainty** about job placement and career growth due to dental therapy being a newer profession.
- **Balancing school, work, and social life** while managing stress.
- **Financial challenges**, such as affording tuition and daily living expenses.

“

I don't want to work my entire life at a job with no purpose. **I want to do something that is impactful—something that makes people's lives better** and gives me a reason to be proud of what I do.

RGB: 55, 66, 161
CMYK: 91, 86, 0, 0
HEX: #3742A1

RGB: 116, 133, 208
CMYK: 57, 46, 0, 0
HEX: #7485D0

RGB: 07, 137, 201
CMYK: 81, 36, 1, 0
HEX: #0789C9

RGB: 54, 185, 211
CMYK: 67, 4, 14, 0
HEX: #36B9D3

RGB: 67, 239, 220
CMYK: 53, 0, 25, 0
HEX: #43EFD3

GRADIENT ACCESSIBLE AS IMAGE IN TOOLKIT

Visual Elements

The campaign's visual elements feature a soothing gradient color palette of blues, greens, and purples, symbolizing trust, health, and growth. These gradients create a sense of movement while offering visual contrast to emphasize key messaging. The soft yet dynamic hues complement the joyful imagery, creating a cohesive and inviting visual identity that feels modern and approachable.

The campaign's typography features Brandon Grotesque for headlines and Whitney HTF for body text. Brandon Grotesque is bold and approachable, designed to draw attention while maintaining a polished, modern look. Whitney HTF offers excellent readability, ensuring supporting information is clear and accessible across all formats.

HEADER TYPEFACE

Brandon Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!

Available for purchase at <https://fonts.adobe.com/fonts/brandon-grotesque>

Available for purchase at <https://www.myfonts.com/collections/whitney-font-hoefler-and-co?srsId=AfmBOor5gXZHE566LROyp4IJ-CB-xRQxh9cVb4Agt4DsDr9olO2A8JGc>

BODY TYPEFACE

Whitney HTF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!

FREE ALTERNATIVE

HEADER TYPEFACE

Josefin Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!

Available for purchase at <https://fonts.google.com/specimen/Josefin+Sans>

Available for purchase at <https://fonts.google.com/specimen/Open+Sans>

BODY TYPEFACE

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!

CAMPAIGN MESSAGING + CREATIVE SAMPLES

MESSAGING SAMPLE

PRIMARY TEXT

You can change lives with your dental therapy career in Michigan!

SUPPORTING TEXT

Join a CHC and make a meaningful impact by providing care to those who need it most. Enjoy the beauty of the Great Lakes, a low cost of living, and the perfect mix of rural charm and urban convenience.

CALL TO ACTION

Discover Careers

CAMPAIGN MESSAGING + CREATIVE SAMPLES



MESSAGING SAMPLE

PRIMARY TEXT

Make a difference and develop your dental career in Michigan!

SUPPORTING TEXT

Join a Michigan CHC where your career can change lives. Experience competitive benefits and professional development while enjoying Michigan's rich blend of outdoor adventure, welcoming communities, and thriving cultural scenes.

CALL TO ACTION

Work With Us

CAMPAIGN MESSAGING + CREATIVE SAMPLES



MESSAGING SAMPLE

PRIMARY TEXT

Make a difference—one smile at a time.

SUPPORTING TEXT

Working at a Michigan CHC means making an impact on children and families who need you most. You can provide life-changing dental care while building a fulfilling career in the Great Lakes State.

CALL TO ACTION

Start Making a Difference

CAMPAIGN MESSAGING + CREATIVE SAMPLES

The creative sample features a black and white photograph of a young girl with a joyful expression, her hand near her mouth as if she is about to smile or has just finished a dental procedure. The background is a soft gradient of teal and blue. A curved blue banner with white text is positioned across the lower half of the image.

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makes a difference

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MESSAGING SAMPLE

PRIMARY TEXT

Create brighter smiles—and futures—for Michigan.

SUPPORTING TEXT

Being a part of a Michigan CHC means brining hope to families who need you. Together, we can make and impact one family, one child, one smile at a time.

CALL TO ACTION

Apply Today

CAMPAIGN MESSAGING + CREATIVE SAMPLES



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