# ONE SMILE AT A TIME



## ONE SMILE AT A TIME

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.



**CAMPAIGN THEME** 



HIGHER CAMPAIGN PERFORMANCE

WHEN LEVERAGING PERSONAS VERSUS NON-PERSONA BASED CAMAPAIGNS.



## PERSONAS

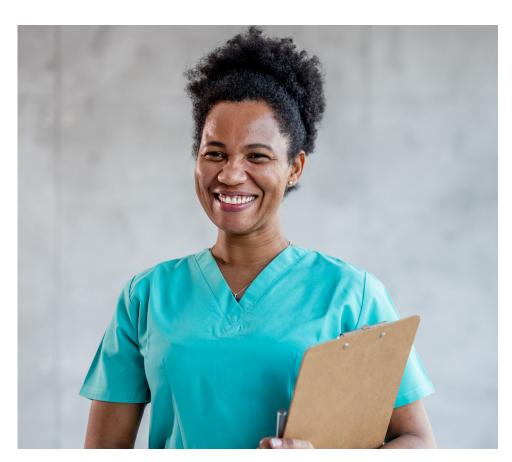
Personas are semi-fictional representations of key audience segments, created using real research and data to gain a deeper understanding of specific subsegments within a larger target audience. They help refine messaging, creative direction, and strategy by ensuring that the campaign speaks directly 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.



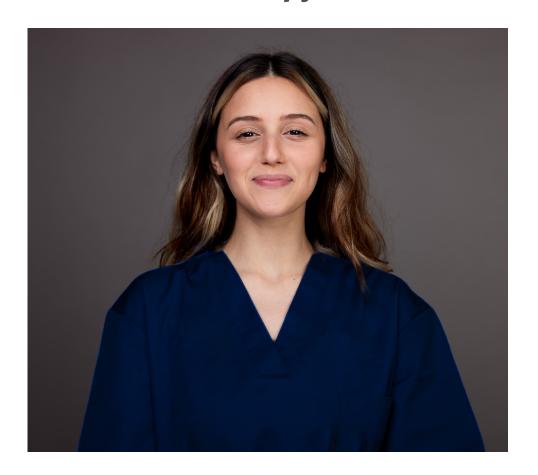
**CAMPAIGN THEME** 

## **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

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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,** detailoriented, strong passion for helping children
- Practical and stabilityfocused
- 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

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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.

#### **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.

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: #43EFDC

#### **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!

#### **BODY TYPEFACE**

#### **Whitney HTF**

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?srsltid=AfmBOor5gXZHE566LROyp4IJ-CB-xRQxh9cVb4Agt4DsDr9olO2A8JGc

#### **FRFF ALTERNATIVE**

#### HEADER TYPEFACE

#### **Josefin Sans**

### ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!

#### RODY TYPEFACE

#### **Open 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



**CAMPAIGN VISUALS** 



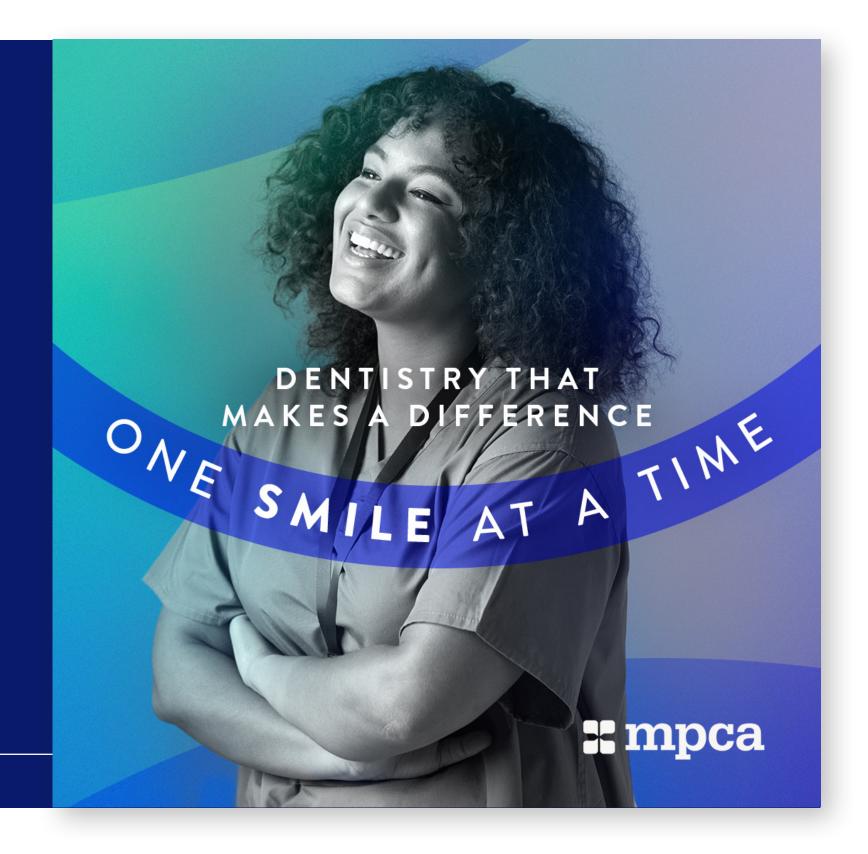
#### **PRIMARY TEXT**

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** 



#### **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



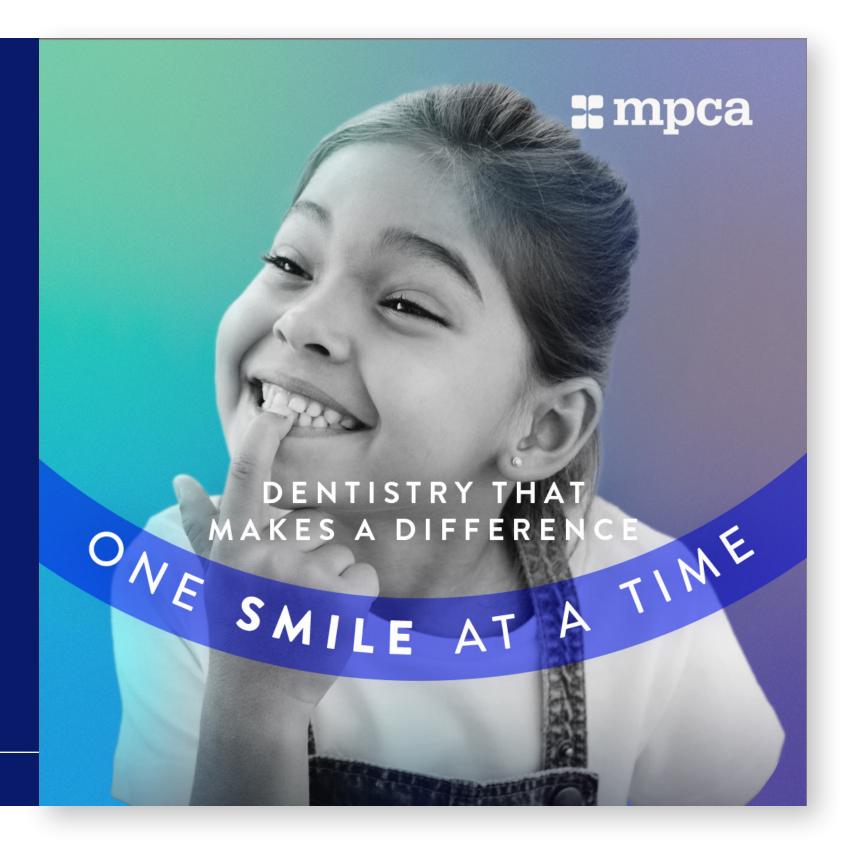
#### **PRIMARY TEXT**

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** 



#### **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



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