



four by three
design + development

CONCEPT A : NOW YOU SEE IT...

DESCRIPTION

Images of the Invisalign aligner (clearly seen against background) alongside images of smiling customers using Invisalign, barely noticeable. Three versions have been created, and will rotate throughout the campaign.

APPROACH

A split-panel image (A1, A2, A3) that features:

- » Left: aligner held in customer's hand, with headline "now you see it..."
- » Right: smiling customer wearing Invisalign aligner, with pay-off "...now you don't."

HEADLINES

Now you see it, now you don't

You gotta look close, or you'll miss it

See your smile, not your braces

CALL TO ACTION

Don't hide your smile while you improve it.

Learn more about Invisalign » [link to landing page]

Schedule an appointment to discover how Invisalign works for you » [link to landing page]

LANDING PAGES

Article » <https://www.footeorthodontics.com/blog/invisalign-now-you-see-it-now-you-dont/>
(includes form for FREE teeth whitening)

Landing Page » <https://www.footeorthodontics.com/invisalign-teen-smile-with-confidence/>
(includes form for FREE teeth whitening)





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CONCEPT B : NO QUESTION!

DESCRIPTION

Common questions and informative answers are featured on bright typographic panels punctuated by happy customer photographs. Three versions have been created, and rotate throughout the campaign.

APPROACH

A single three-panel image that plays as a slide show, featuring:

- » B1: a common question about Invisalign
- » B2: short version answer (more on landing page)
- » B3: image of smiling customer wearing Invisalign aligner

HEADLINES

- Can I eat anything I want with Invisalign?
- Is it easier to keep my teeth clean with Invisalign?
- Is Invisalign the same price as braces?

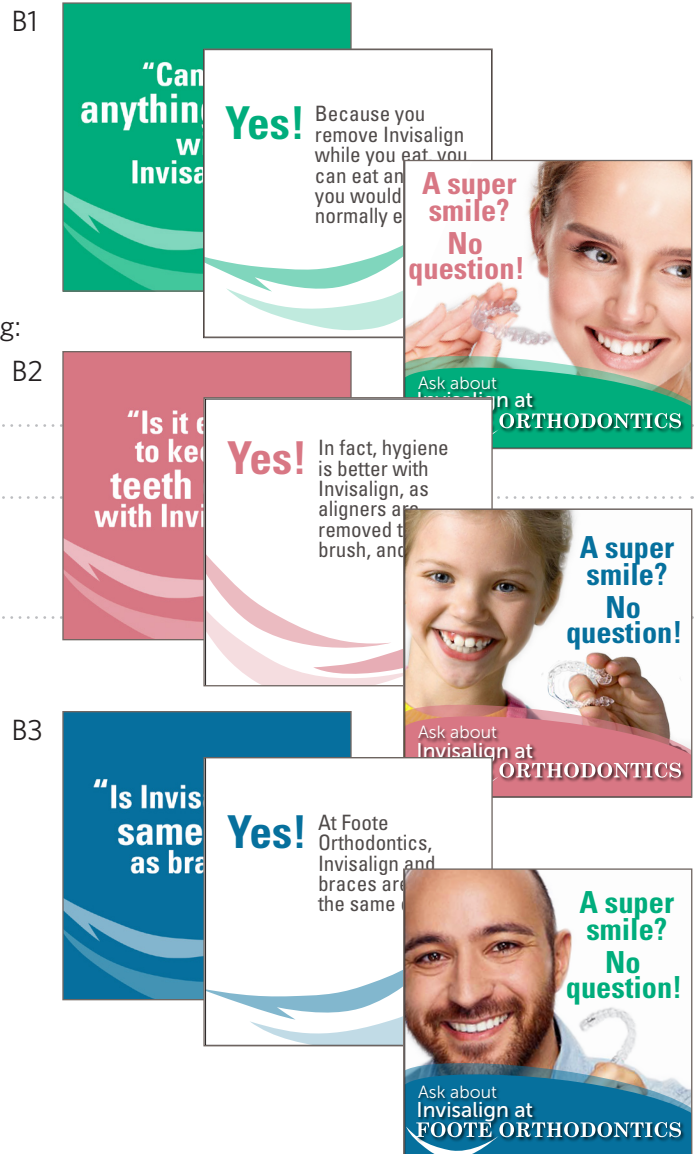
CALL TO ACTION

A super smile? No question! Ask about Invisalign at Foote Orthodontics » [link to landing page]

LANDING PAGES

Article » <https://www.footeorthodontics.com/blog/invisalign-a-super-smile-no-question/>
(includes form for FREE teeth whitening)

Landing Page <https://www.footeorthodontics.com/invisalign-treatment-in-wayne-and-bryn-mawr-pa/>
(includes form for FREE teeth whitening)





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CONCEPT C : BLACK FRIDAY OFFER

DESCRIPTION

This special promotion ran for 18 days, culminating on the weekend of Black Friday through Cyber Monday, and offering \$1500 Off Invisalign for one household member.

APPROACH

» 3 static JPEGs (C1, C2, C3)

HEADLINES

BLACK FRIDAY

\$1500 Off Invisalign

Starts at 6 AM | First 20 Customers

CALL TO ACTION

This offer is available to the first 20 qualified patients. First come, first served. Submit your information below to receive your Invisalign offer! » [form]

LANDING PAGE

<https://www.footeorthodontics.com/invisalign-black-friday-deal/>

C1



C2



C3





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CONCEPT D : FREE TEETH WHITENING

DESCRIPTION

The campaign's 8-week Invisalign promotion is punctuated regularly by the FREE teeth whitening offer.

APPROACH

Two creatives:

- » D1: an animated, 3-frame GIF a static JPEG
- » D2: a static JPEG

HEADLINES

FREE TEETH WHITENING when you schedule a complimentary Invisalign consultation!
Straighter teeth and a whiter smile!
Ask about Invisalign at Foote Orthodontics

CALL TO ACTION

Schedule an Invisalign consultation and receive a coupon for a FREE teeth whitening - redeemable by any family member. »
 [link to landing page with form]

LANDING PAGES

This concept is applicable to all campaign landing pages.

- » <https://www.footeorthodontics.com/blog/invisalign-now-you-see-it-now-you-dont/>
- » <https://www.footeorthodontics.com/invisalign-teen-smile-with-confidence/>
- » <https://www.footeorthodontics.com/blog/invisalign-a-super-smile-no-question/>
- » <https://www.footeorthodontics.com/invisalign-treatment-in-wayne-and-bryn-mawr-pa/>

(All pages include form for FREE teeth whitening)

D1



D2

