



Power Your Brand



The DesignerBraces Difference and
the Impact of a Billion Dollar Collegiate
Market Working for You



WITH MASCOT BRACES , LEVERAGE THE POWER OF TOP COLLEGE BRANDS

College fans are some of the most devoted and passionate fans in the world. They love to show their team spirit on their shirts, on their backpacks and in their home. Why not on their smiles? Mascot Braces® providers fuel revenue growth by leveraging the power of team loyalty to bring new patients to their door.

Mascot Braces® is not just about the brackets; it's also about the power of a brand. Mascot Braces offers geographic exclusivity and branded marketing resources around each college program. Through this unique opportunity, our teams of non-competing doctors set their practices apart in the communities they serve and gain recognition as the provider of their patients' favorite Mascot Braces brand.

WITH WILDSMILES, USE THE DESIGNERBRACES DIFFERENCE TO . . .

1. Refresh your Office Tour

Highlight WildSmiles in your new patient tours and through patient education materials in your waiting area, clinic and new patient rooms. Let the DesignerBraces Difference and your commitment to the patient experience set you apart in your community.

2. Generate Referrals

On average, 30% of patients select DesignerBraces. Mention that you offer WildSmiles to every new patient. Even if you don't think they will select WildSmiles, they know someone who will! We have heard many parents say, "I wish I had that choice when I was wearing braces!"

3. Strengthen your Direct to Consumer Marketing

Announce the addition of DesignerBraces to your appliance offerings in social media posts and communications to current and former patients and then keep sharing! Every WildSmiles patient is a chance to tell a new story about your practice.

4. Change the Conversation

When treatment will include traditional braces, ask the patient, “What shape would you like to choose for your brackets?” Remember that even traditional brackets are a shape. It’s true that everyone remembers their orthodontic treatment. . . questions like this make them remember you.

5. Engage your Patients

Have an iPad ready in your waiting room and consult room with our ‘Design Your Smile’ feature. Simply load this link: www.wildsmilesbraces.com/design-your-smile and let patients ‘design their smile’ while waiting!

Embrace Expression!



DesignerBraces 