

WhyInvisalign Project Irresistible Ortho Research Discussion Guide

June 2020

I. Welcome & Ground Rules (5 min)

- Welcome/Ground Rules
 - ✓ Thank you for making the time for this amid the COVID-19 situation. Recognize things are abnormal and difficult right now. This will hopefully be a welcome break and an opportunity to think about something else for an hour.
 - ✓ Explanation of confidentiality
 - ✓ Recording, viewers
 - ✓ No wrong answers, looking for honest opinions.
 - ✓ Moderator has nothing to do with what discussed

II. Introduction & Warm Up (5 Min)

- Introductions
 - ✓ Name, practice location, practice type.
 - ✓ How long have you been practicing?
 - ✓ What is the approx. breakdown of Invisalign vs. W&B in your practice?
 - Do you tend to recommend one over the other? Why is that?

III. Set Up (2 minutes)

- I am going to share with you some ideas for a new campaign that Align is working on. This is a consumer campaign, will be targeted toward moms and teens, and is designed to drive them into practices such as yours.
 - (note to self: most assets will drive to the Invisalign web page, a Smile Assessment, or a Doctor locator search.)
- The objective of this research is to get your honest opinion on this campaign effort.
- What I'm showing you are rough mock-ups of the ideas. I'm looking for your feedback on the overall idea, but as they are not yet finished I don't need your feedback on things like image quality and layout.

IV. Teen Social Posts (10 minutes)

- This first set will be of social media posts designed for teens. They would be shared on platforms, such as Instagram and Snapchat.

[Show “**Card**” post, reading the text and noting the images.]

- What do you think this post is trying to convey?
- Next, I’d like to understand what you each think about this post....
 - (Probe on likes/dislikes and listen for strong objections.)
- What about the copy on the post? (read again if needed)

[Show “**Pager**” & “**Fax**” posts, reading the text and noting the images.]

- What do you think these posts are trying to convey?
- What do you think about these posts?
 - (Probe on likes/dislikes and listen for strong objections.)
- What about the copy on the post? (read again if needed)

V. Teen Influencer (10 min)

- Next, I’m going to show you posts that would be “influencer” led, meaning Align would partner with someone whom teens follow or look up to on social media...
 - She (or someone like her) will make a series of benefit-focused posts that are based on current social behaviors, for example dancing while pointing at text overlays on the video.
- These would answer questions based on top search queries about Invisalign.

[Show “**Charli**” post about “How quickly does Invisalign treatment work?”, reading the text and noting the images.]

- What do you think of this idea?
- Do you agree with what is being communicated?
- What do you think about the copy? (*Note that your patients may come into your office with this information... --- if they have issues, how would you want it addressed?*)
- What questions do you hear in your office?
- Is there anything that you think is missing from this post?

[Show “**Charli**” post about “Why is Invisalign treatment different?”, reading the text and noting the images.]

- What do you think of this idea?
- Do you agree with what is being communicated?
- What do you think about the copy?
- Is there anything that you think is missing from this post?

VI. Mom Social Posts (10 min)

- Next I will show you some social media posts that would be targeted toward moms of teenagers. These would appear on sites like Instagram, Pinterest, etc.
- **Wires** (show “Wires” post.)
 - What do you think this post is trying to convey?
 - What do you think about the post? (Probe on likes/dislikes and listen for strong objections.)
 - Is there anything missing from this post?
- **Faster** (show “Faster” post.)
 - What do you think this post is trying to convey?
 - What do you think about the post? (Probe on likes/dislikes and listen for strong objections.)
 - Is there anything missing from this post?

XII. Wrap Up (3 min)

- Thank you!
- [Moderator thanks group, reminds about confidentiality and honorarium.]

Potential counters to objections:

- These ads are designed to drive teens to their ortho for treatment (vs. DTC.) Align believes doctors are the expert, and every patient should consider going to a doctor as the first choice of treatment.

- What consumers want is a treatment that is trusted, safe and offers a good patient experience. Align believes that Invisalign offers all three.
- What we ultimately want to do is help practice growth, while accelerating teens asking for treatment. Align thinks the best way to do that is to launch a campaign that speaks to teens in a way that will resonate w/ them, while we communicate and demonstrate the benefits of Invisalign treatment.
- (If they are upset that the ads portray w&b poorly, or as an attack on orthos) – I'm curious, if a teen comes to you and let's say they saw these ads, and the teen is convinced that they want Invisalign over w&b, as an Invisalign provider, why is this a problem? Playing devil's advocate, the ads still brought the teen into your practice for treatment...
- Do you agree that w&b are older technology compared to Invisalign?
 - What type of proof would you need to change your POV?
- How can the brand balance the ad/campaign so it is compelling w/teens or moms, communicates the benefits of Invisalign, drives them to your practice asking for Invisalign treatment?
- What else can the brand do to address your concerns? (ask for concrete examples) And how would you want to see it done?
 - (Depending on the examples provided) Do you think that is the job of a consumer advertising campaign?
- In this COVID/Post-COVID world, some orthos are promoting Invisalign treatment over braces in order to compete/continue to keep practice strong. Have you considered this approach?