



interaction®

Nature's own strategy

*The branding of
Interaction®*

Eric Cornelissen, Sales & Marketing Manager, Elephant Dental B.V.



interaction®

Nature's own strategy

The branding of Interaction®:

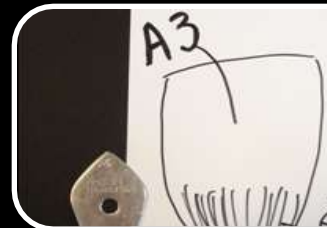
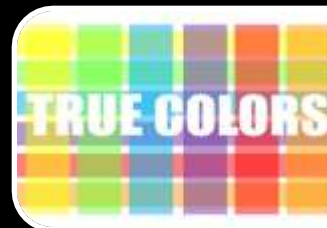
- Customer insight;
 - Customer insight;
 - Target group;
- Brand positioning;
 - Brand benefit
 - End benefit
 - Emotional benefit
 - Brand positioning statement
 - Reason why
- Communication;
 - Communication platform
 - Towards dentist and technicians;
 - Towards technicians
 - In the pipe line
- Background information
 - Background on intrinsic reason why (not in this handout but on accompanied CD)
 - Background on extrinsic reason why (not in this handout but on accompanied CD)



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Customer insight:

TRUE COLORS



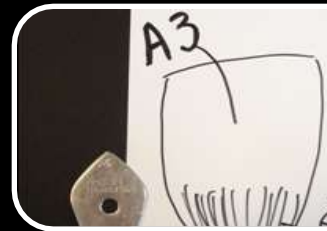
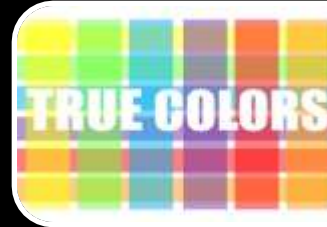
“Daily routine is focused on achieving the “right” color ”



Customer insight:

Competitors claims do not address the real problem:

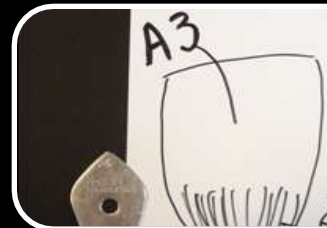
All manufactures claim that their ceramic gives the restoration the right color. But they all surpass the fact that shade taking based on colors create the rework and not the trueness of the ceramic colors. Apart from that most of them ignore the effect that the transparent outer layers have on the esthetical perception of the restoration.





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Customer insight:





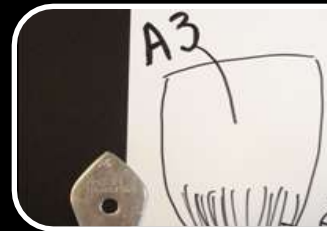
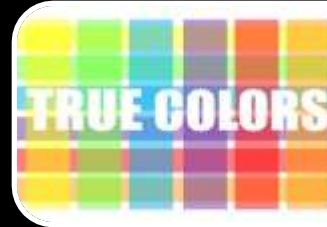
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Customer insight:

Grown routines are causing the problem:

In most cases a dental technician has to work with minimal information on the expected esthetic result. Most of the work is produced without seeing one single patient.

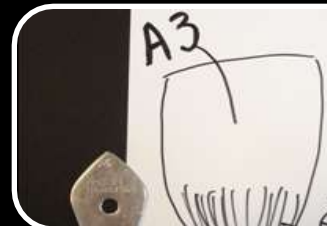
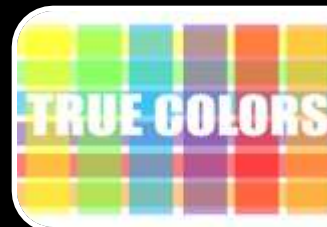
“A crown A3 please” is most often all the available information. It is therefore that the main focus in the production of the crown is focused on achieving the “right” color. The “trueness” of the colors from the used ceramic grows as a strong “belief” over the years.





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Customer insight:



“Traditional Shade Guide still used in 90% of all cases”



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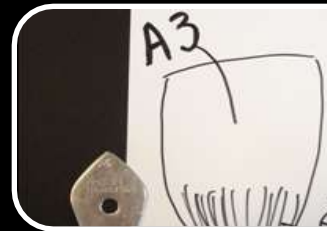
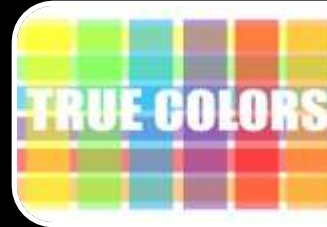
Customer insight:

Lowering rework rate improves the profit:

In 91% of all cases a patient visits the dentist twice to get his or her dental restoration.

This means that in 9% of all the cases the restoration is send back to the dental lab for rework. There are three causes: wrong fit, wrong shape and wrong color (3%/3%/3%).

3% improve on a yearly base is a very important business opportunity for both the dentist and the lab!





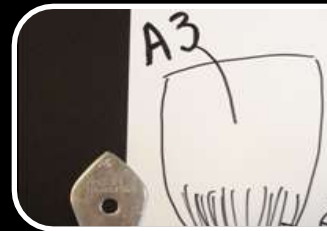
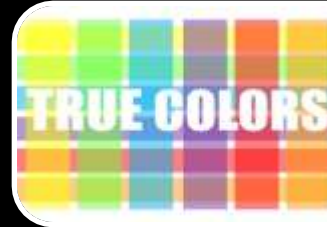
Customer insight:

Customer insight:

Dental technicians are regularly confronted with rework due to the restrictions of the human color perception and poor means of communication with regard to the aesthetical desires of the patient.

Apart from that they are not aware that they miss lead themselves with a wrong belief that the focus on color during the production in the lab will solve this problem.

After to much rework they will start looking for feasible solutions that will lower this rework rate.



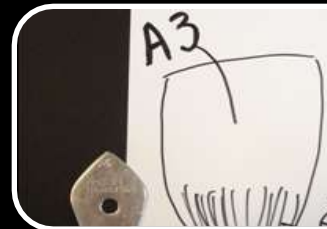
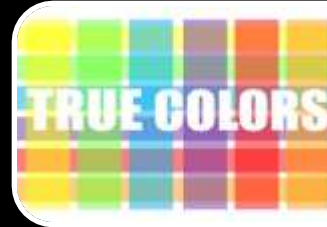


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Customer insight:

Target group:

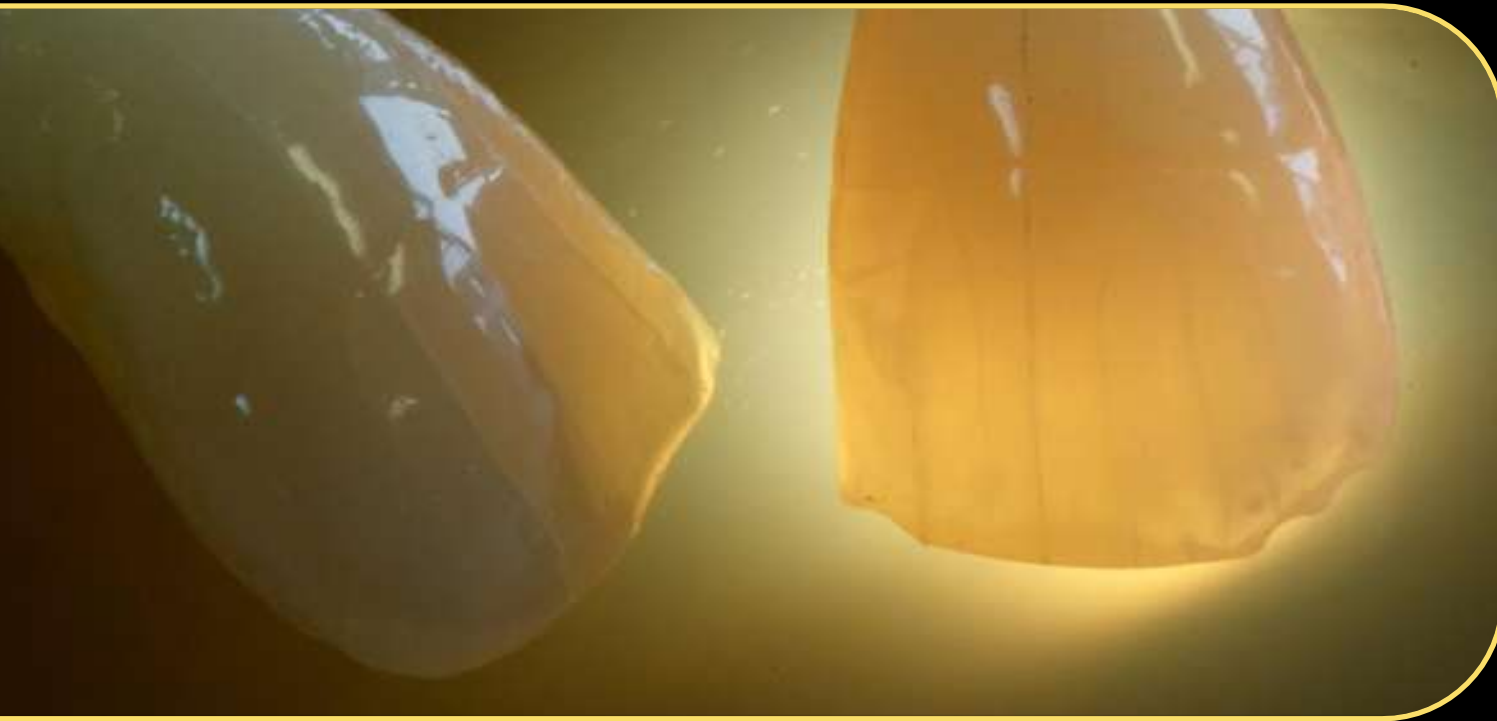
Dental technicians and dentists wanting to meet the esthetic demands of patients in the easiest possible way without rework.





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Brand positioning:





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Brand positioning:

Brand benefit: Nature's own strategy: *blend-in dynamics*

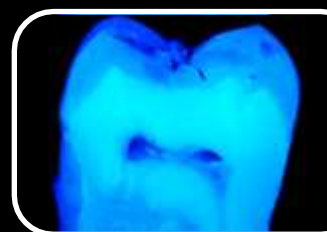
All living things adapt to their environment.

So what is it that really brings artificial work to life?

The *blend-in dynamics* of interaction® ceramics.

The *blend-in dynamics* ensures that the light dynamics of the teeth are 100% natural.

The restoration, like natural teeth, adapts to any and all circumstances.



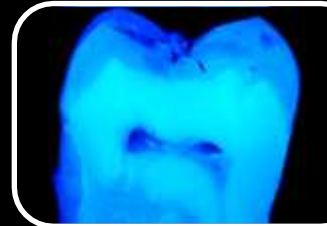


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Brand positioning:

End benefit: *first time right esthetical acceptance*

Using interaction® ceramics with *blend-in dynamics* reduces the chance that a restoration will be rejected for esthetic reasons, allowing the dentist to use their chair time more effectively. By using the interaction® Value guide (graded on brightness) the failure cost can be reduced to zero!





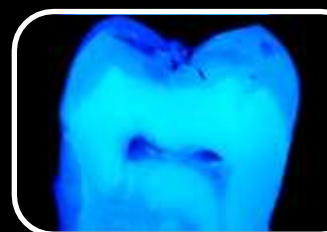
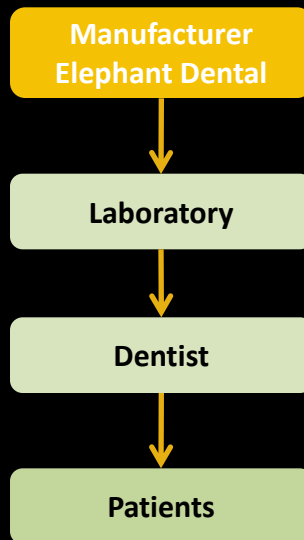
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Brand positioning:

The end benefit is single minded!

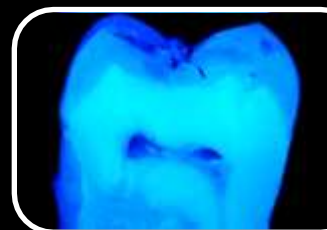
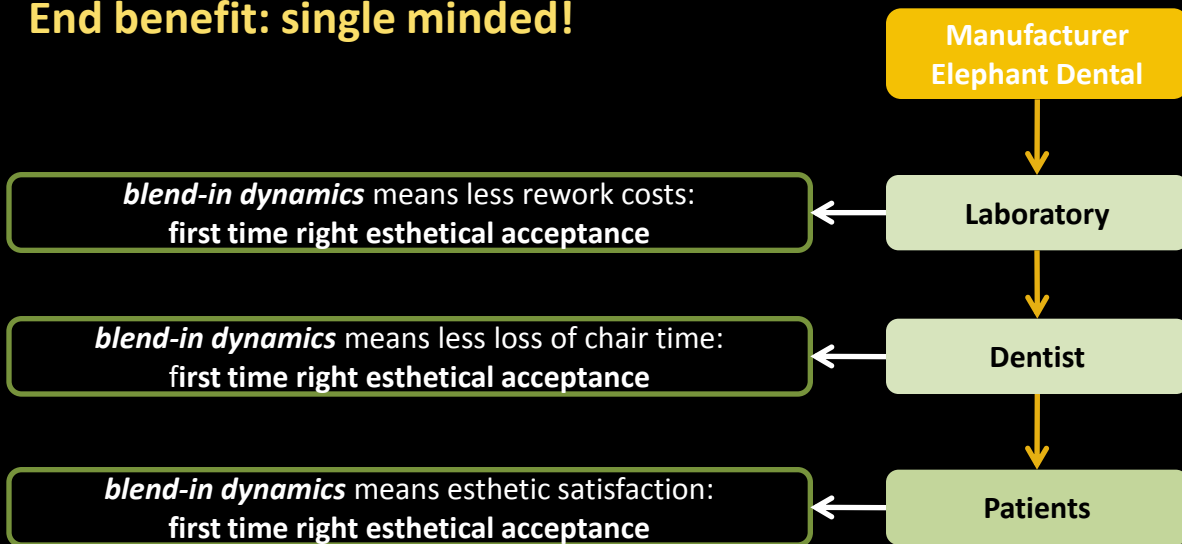
We present a clear prosthetic solution proposition with unique communication opportunities.

Unique because it has one single minded end benefit that appeals to all parties involved.



Brand positioning:

End benefit: single minded!





interaction®

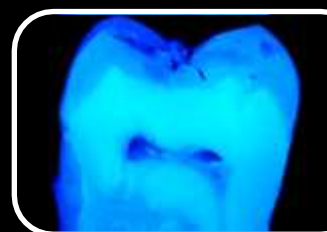
Brand positioning:

Emotional benefit for dentist and technician:

being in control

Able to influence one's self and surroundings as desired.

Being able to predict, manage, and successfully react to the occurrence of stressful events.





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Brand positioning:

Emotional benefits for patient:

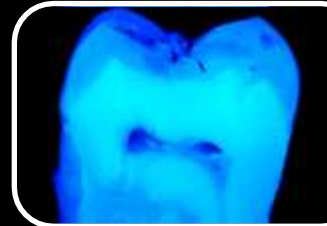
feeling attractive:

Having a strong level of comfort with one's physical being.
Knowing that one is pleasant to look at and able to draw attention by virtue of one's physical presence.

&

being in control

Able to influence one's self and surroundings as desired.
Being able to predict, manage, and successfully react to the occurrence of stressful events.



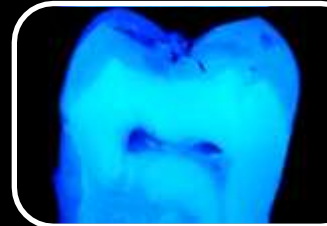


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Brand positioning:

Brand positioning statement:

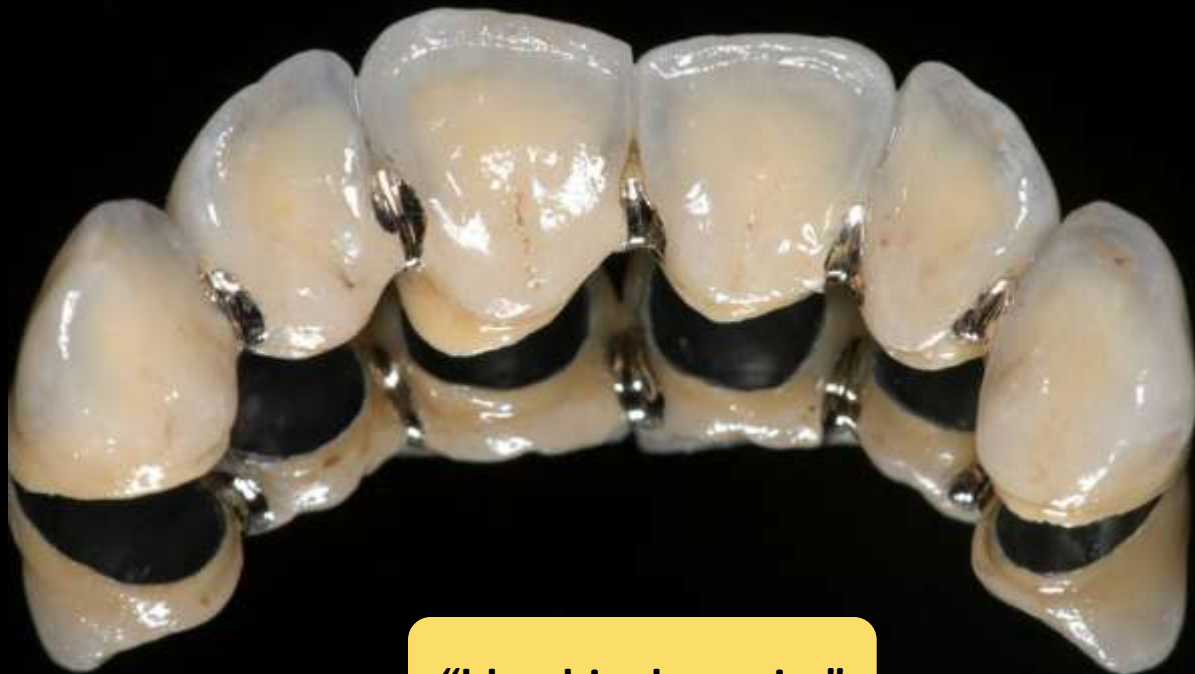
To dental technicians and dentists wanting to meet the esthetic demands of patients in the easiest possible way without rework, Interaction® is the brand of fixed dental prosthetic solutions that provides ***“first time right esthetical acceptance”***, due to the ceramics with ***“blend-in dynamics”*** combined with a value focused communication approach.



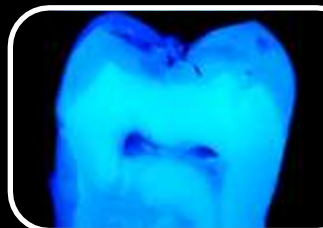


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Brand positioning:



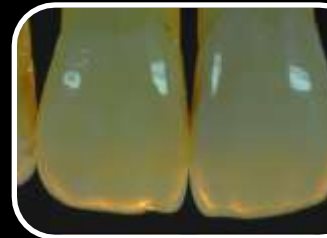
“blend-in dynamics”





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Brand positioning:



“blend-in dynamics”

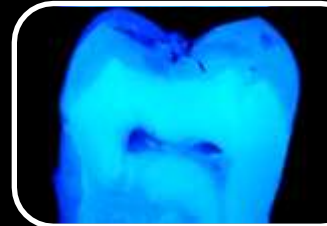


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Brand positioning:

Reason why (intrinsic value):

Working with Interaction® ceramics reduces the chance that a restoration will be rejected on esthetic grounds due to the light optical features of the transparent outer layers of the ceramic and the value adjusting influence of the inner layers causing the ***blend-in dynamics***.



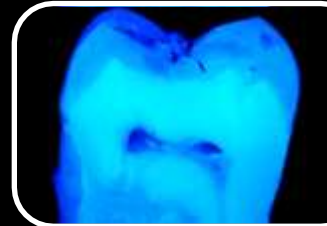


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Brand positioning:

Reason why (extrinsic value addition):

The Interaction® value guide is a supporting aid to improve the communication within the team by grading the Vita shade tabs according to brightness values. This ***value based shade taking*** strongly contributes to the ***first time right esthetical acceptance***.





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Brand activation:





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Brand activation:

Patients:

Interaction®
Ceramic
Solutions

patient
leaflet

Interaction®
Ceramic
Solutions

waiting room
poster

Dentists:

Interaction®
Ceramic
Solutions

concept
brochure

Interaction®
value guide

Dental technicians:

Interaction®
Carrara
Sol

Interaction®
Antagon
Sol

Interaction®
Sakura
Solutions

brochure

Interaction®
Ceramic
Solutions

catalogue

Interaction®
Carrara
Sol

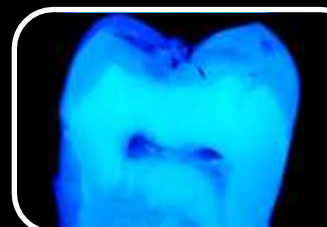
Interaction®
Antagon
Sol

Interaction®
Sakura
Solutions

manual

Interaction® Ceramic Solutions

Website, Webshop and Weblogs (optional)



Brand activation:

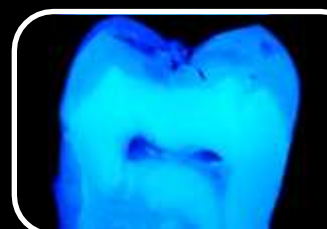
Towards the team dental technician & dentist:

Interaction®
Ceramic
Solutions

concept
brochure

Interaction®
value guide

PUSH/PULL
STRATEGY
enablers



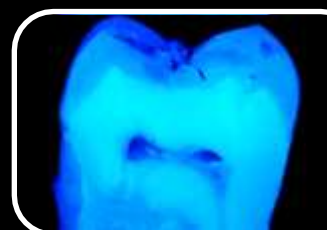
Brand activation:

Interaction® Value Guide International:



Brand activation:

Getting started and value taking quick start:

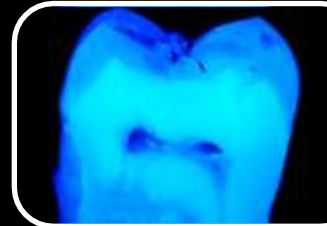


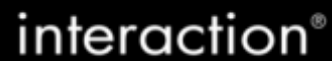


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Brand activation:

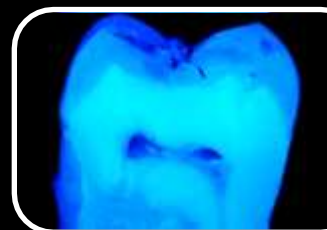
Interaction® Concept Brochures International:





Brand activation:

Interaction® Concept Advertisements International:





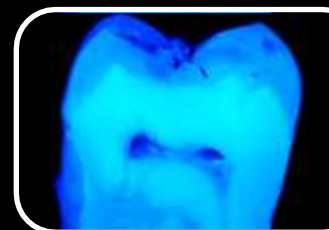
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Brand activation:

Towards the dental technicians:

Interaction®
Antagon
Solutions
brochure

CROSS selling
enabler

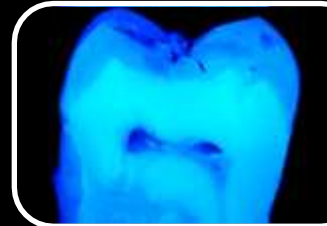




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Brand activation:

Interaction® Antagon Brochures International:



Brand activation:

Towards the dental technician:

Interaction®
Antagon
Solutions
manual

GLOBAL selling
enabler



manual in
18 languages





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Brand activation:

Towards the dental technician:

Interaction®
Antagon
Solutions
packaging



IMAGE
building
contributor



tin packaging:
collectors item





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Questions?:

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