



**Department of Health  
and Human Services:  
Smile Squad**





## Victorian Government Department of Health and Human Services Smile Squad campaign

Demonstrates.

- Ability in branding important Government initiatives
- Experience engaging diverse target audiences
- Experience with working with complex campaign dynamics - in this case reaching school children/ parents as well as members of the dental profession and their industry representative
- Integration of research with campaign messaging
- Experience working within tight timeframes

The challenge.

The Victorian Government had committed to the establishment of a free dental program for state school children from prep to year 12.

DHHS contracted DPR&Co to develop a full brand development and rollout campaign for the Victorian Schools Free Dental Program.





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## Our response.

Our work began with extensive research among parents of young children as well as older pupils and the dental professionals required to staff the program.

Through this research, we built up a hierarchy of information requirements for the campaign across the multiple communications channels available to us.

Also researched were a number of possible names for the program – each of which had been prequalified as being protectable and available – along with some initial logo and campaign strap line options.

This research enabled us to base our campaign creative development on a solid understanding of the needs of diverse audience groups.







Kids to dentist

Online video

<https://vimeo.com/394304090>



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## The result.

Due to COVID, advertising was suspended through 2020. The campaign launched in April/May 2021. Additional elements have been added to the campaign to further broaden its relevance,

particularly to members of the indigenous community. School opt-in to the Smile Squad program has been exceptional. Post campaign results are pending.

<b>Client</b>	Department of Health and Human Services
<b>Product</b>	Smile Squad
<b>Audience</b>	Parents, students, teaching staff
<b>Channels</b>	FTA TV/BVOD, digital, social, collateral
<b>Deliverables</b>	Name, logo, TVC/OLV, digital/social ads, brochures, brand playbook
<b>From brief to live</b>	4 months
<b>Performance</b>	Post campaign results are pending however the program has been well received and take up strong.

