



Smile Brands Marketing Team Wins Gold for Direct Mail Design Bold Design Takes Home the Top Prize

Irvine, Calif., (7/14/23) — Smile Brands, one of the nation's leading dental support organizations (DSO) providing business support services to over 650 affiliated offices across 30 states, congratulates its marketing team for winning a "Gold" Aster Award for excellence in healthcare marketing. The Aster Awards are one of the largest healthcare advertising competitions in the world.

The winning entry was a business-to-consumer direct mail campaign designed to generate engagement from consumers by standing out from other dental office marketing materials. By focusing on a unique design that balances engaging imagery, branding, and a compelling offer, they created a direct mail that generates positive emotion when it arrives in the hands of consumers. "I'm very proud of the creative efforts of our team," said Bob Connolly, Director of Marketing and Creative for Smile Brands. "In a sea of sameness, our design rose to the top and stands out from the typical dental designs we see in the marketplace."

The unique design and messaging of the direct mail campaign reminded patients about the importance of dental care. By breaking free from the traditional approach to dental office marketing, the piece was able to capture the attention of potential patients and inspire them to take action. This is especially important post-pandemic because some patients may be overdue for a visit.

About Smile Brands Inc.

Smile Brands, based in Irvine California, is one of the largest providers of dental support services in the United States. The company supports over 650 affiliated practices, with approximately 7,500 team members across 30 states. Smile Brands supports a portfolio of over 75 brands including well-known regional brands: Bright Now! Dental, Castle Dental, Merit Dental, Midwest Dental, Monarch Dental, and Mondovi Dental. The company provides comprehensive business services through exclusive long-term agreements with affiliate dental groups, allowing affiliated practices to spend more time caring for patients and less time on the administrative, marketing, and financial aspects of operating a dental office. The organization receives frequent recognition for its award-winning culture and has been recognized as a Best Place to Work by Glassdoor, Comparably, Stevie® Awards, and more. Smile Brands is a portfolio company of Gryphon Investors, a leading middle-market private equity firm based in San Francisco, California. Visit smilebrands.com for more information.