One could describe them as everyday heroes: the dentists and dental professionals who, through their dedication, professional skill or simply a friendly smile, manage to transform dental appointments into positive experiences for their patients. They do this simply because they care and want to ensure their patients feel comfortable. This precisely is the focus of W&H's new image campaign, "From a patient to a fan", which aims to put the spotlight on dentists and their teams. Why did you choose this approach?

At first glance, the new image campaign seems to take a very traditional approach compared with our previous campaign. However, W&H is known for its slightly tongue-in-cheek advertisements. This is evident in the current campaign from the names given to the dentists pictured in the advertisements. Instead of using models, you put W&H employees at centre stage for the campaign. Why did you opt for this approach, and how did your colleagues feel about the photo shoot?

The new campaign features smiling dentists and patients. What makes your current campaign different from that of your competitors?

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If someone is exceptionally good at something, or becomes synonymous with something, he or she becomes the epitome of it, thereby gaining fans. W&H has applied this approach in the new campaign. In the eyes of patients, the dentists pictured in the advertisements become Dr Phil Good, Dr X. Pert, Dr I. Novatir, and Dr S. Mile, transforming dental appointments into positive experiences for their patients. They do this simply because they care and want to ensure their patients feel comfortable. This precisely is the focus of W&H's new image campaign, "From a patient to a fan", which aims to put the spotlight on dentists and their teams.

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At W&H, the concept of togetherness plays an important role. Our employees are in contact with at least one area of dentistry every day. They enjoyed the change of perspective and putting themselves in our customers’ shoes. For the photo shoot itself, we were able to find three dentists in Salzburg in Austria who offered their modern facilities as sets. The dentists and their assistants were also on hand to offer advice during production, that is why the images look authentic. I think the fun that all the participants had in the process is evident from the emotion in the photos.

Have you already received some initial feedback on the image campaign from your customers and partners? What has the response been?

We carried out a survey involving around 100 dentists during the development phase. The concept in itself, the idea with the names and many other aspects were put to the test and received excellent feedback across the board. So, we are looking forward to an exciting year. Thank you very much for taking the time to answer our questions.