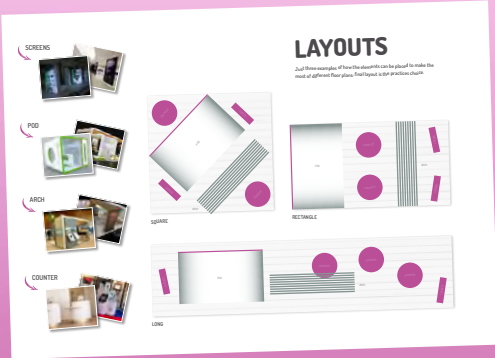




## TOUCHSCREEN

To capture the imagination and create a buzz on the stand we will be developing interactive software allowing customers to view the process.

We have planned an **extensive social media and digital strategy**, including harnessing the power of **social influencers** to drive interest and footfall to these retail units. We will create **excitement and theatre** in the shopping centres, where people can touch, see and understand the product. We'll also make use of the **latest interactive technology** to get people talking and engaged. This will include **augmented reality** to instantly show people the **transformation** they can achieve and allow them to confidently start their journey to achieving the perfect smile.



# {my}smile

short term orthodontic solutions



{my}dentist is the leading network of dental practices in Europe, supporting more than 4 million patients each year.

It is part of IDH Group, Europe's largest vertically integrated dental services business, comprising {my}dentist, a network of more than 600 dental practices across the country, **36 specialist {my}orthodontist practices** and Dental Directory, the UK's leading single-source dental supplier, providing all product and equipment needs for some **8,000 dentists**.





# PHOTOGRAPHY

Vibrant people, block colour backgrounds, the perfect companion to 'myoptions'  
Fresh, fun and funky, we want this part of the brand to be as bold and confident  
as the treatment ultimately makes our customers feel.  
We need impact in a crowded market, we have to be seen from across the store.



## SHOP-IN-SHOP POD

Tailored to any size and space... Flexibility is everything!

# {my}smile

Our value proposition for customers will be to offer **safe, clinically excellent, short-term orthodontic treatment**, with clear aligners at a more affordable price. We will offer **greater convenience** by bringing {my}smile to the customer via **retail units in high footfall, high street locations**. The {my}smile brand is fun & exciting and will create a real buzz of something **new and different**.

Our latest venture, {my}smile, is aimed at the growing number of people who are concerned about the appearance of their teeth and want to take action. The perfect smile has become more important, boosted by the **growth of social media** and the drive to **achieve the ultimate selfie**. Demand for cosmetic dentistry is huge and there are around **110k web searches monthly for braces alone**, the most searched for private treatment.



### WEBPAGE



### SOCIAL MEDIA



### FASCIA

Fascia option for my smile as a retail store:  
interactive digital touch screens in windows and on rear walls



### LOGO

Reproduction of the registered logo with a crown on the smile.  
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Alfred Bartlett BSc (Hons) MRICS  
Head of Retail & Leisure Group  
RAPLEYS LLP 126 Colmore Row  
Birmingham B3 3AP  
[www.rapleys.com](http://www.rapleys.com)

Alfred.Bartlett@rapleys.com  
0121 270 8834 • 07738 090760

