



**DIPLOMAT  
DENTAL  
SOLUTIONS**

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DENTAL  
SOLUTIONS**

# EVOLUTION





**We are  
bringing  
solution  
for the  
21st  
century**

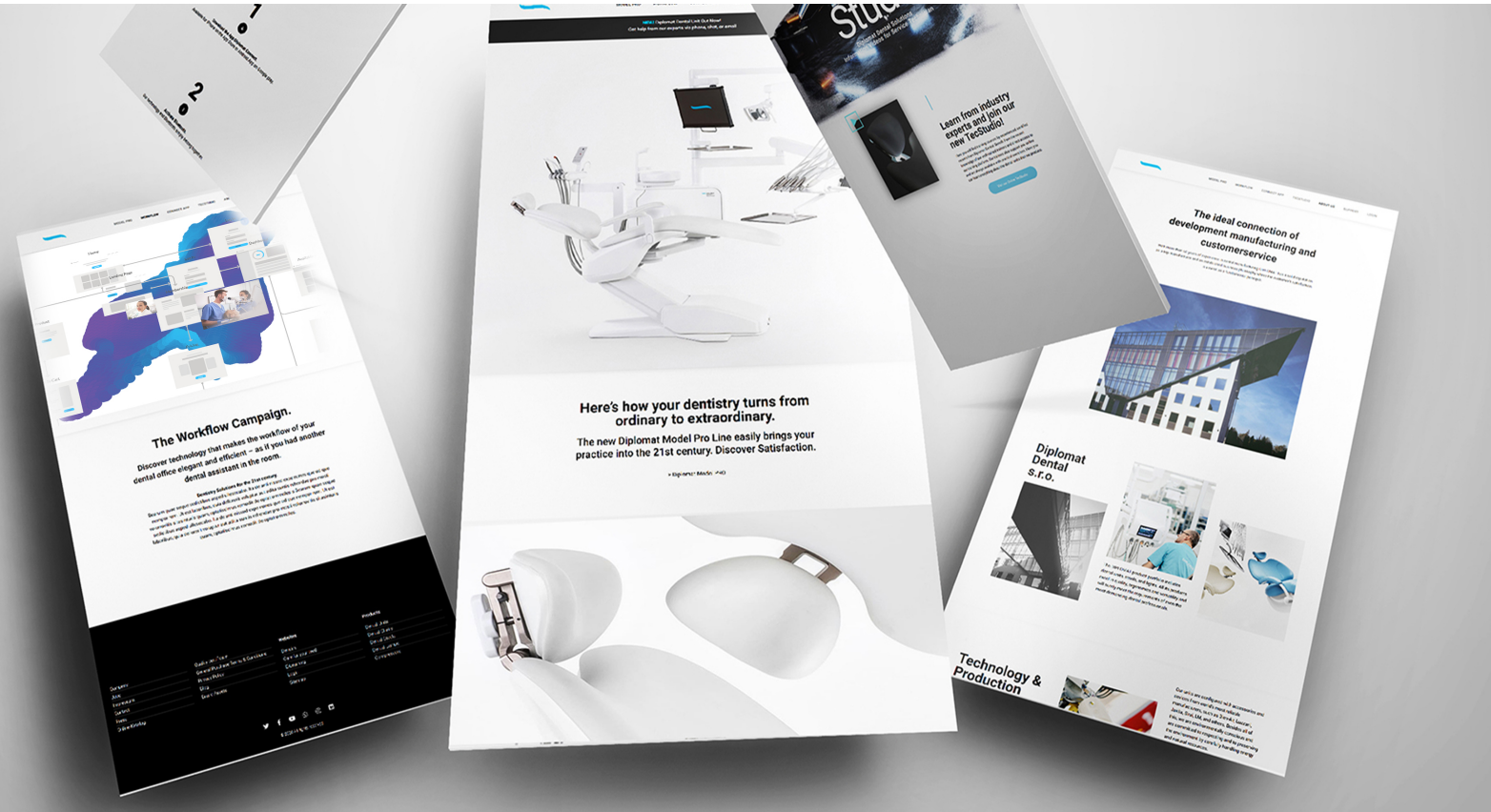


# EVOLUTION / Brand Identity



fresh,  
young,  
ready  
for the  
future





# Product experience, workflow platform, lead management



**New way  
how we will  
communicate  
towards  
consumers**

# **Direct-to-Consumers approach**

Will strengthen importance of the brand towards final target group.

And gives opportunity to support distributors in product activation and increase sales.



## Branding – positioning, messaging

Better workflow to dental studio, with the timelessly designed chair that will keep its relevance for the next decade.



The first dental chair in the world with the **DDTechnology** integrated directly in the chair

# WORKFLOW CAMPAIGN

The campaign aims to create **product awareness** of the Diplomat Model Pro line as the dental chair for the **21st century dentist**, and generate **leads** for the **sales activation**.







Markets:

**Poland**  
**Russia**  
**Sweden**  
**Denmark**  
**Germany**  
**Hungary**  
**Slovakia**



Young dental practitioners  
Progressive distributors



# How we will reach our TARGET GROUP?



## Existing channels

E-Mails to the existing databases of Diplomat Dental and the distributors  
Website cookies (visitors to the website will be remarked)



## Digital Media

Search,  
Google Display Network,  
Social media,  
Content marketing



## Personal contact to qualify the lead and get closer to the sales

Webinars /  
Online shows, personalized  
E-Mails

# Digital Media

[READ MORE](#)

Learn more about key features of Model PRO –a dental chair from Diplomat Dental

Love at the first seat.

How to purchase Model PRO into your dental practise?

[Learn more](#)



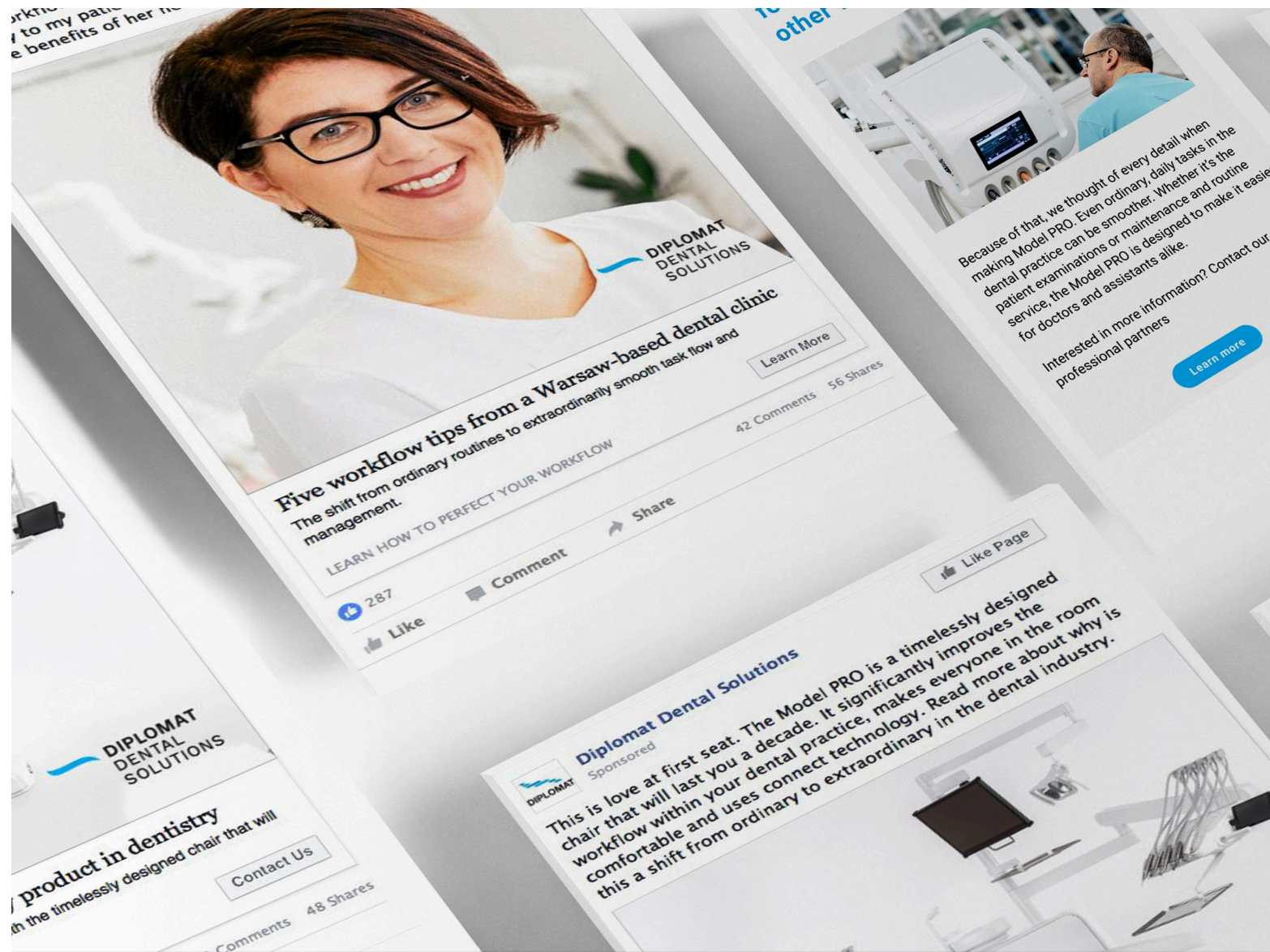
DIPLOMAT DENTAL SOLUTIONS

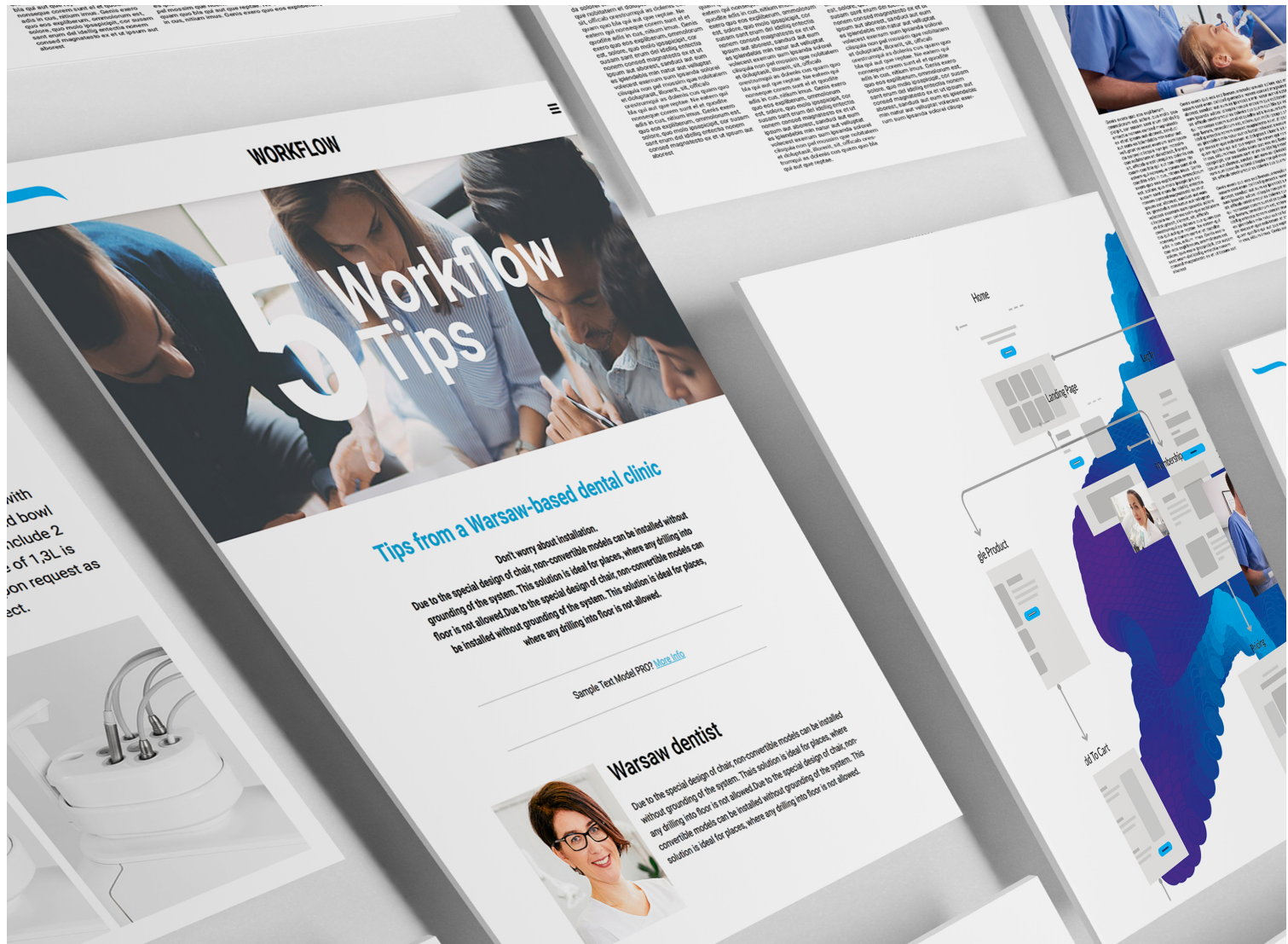
Love the first seat.

How to purchase Model PRO for your dental clinic?

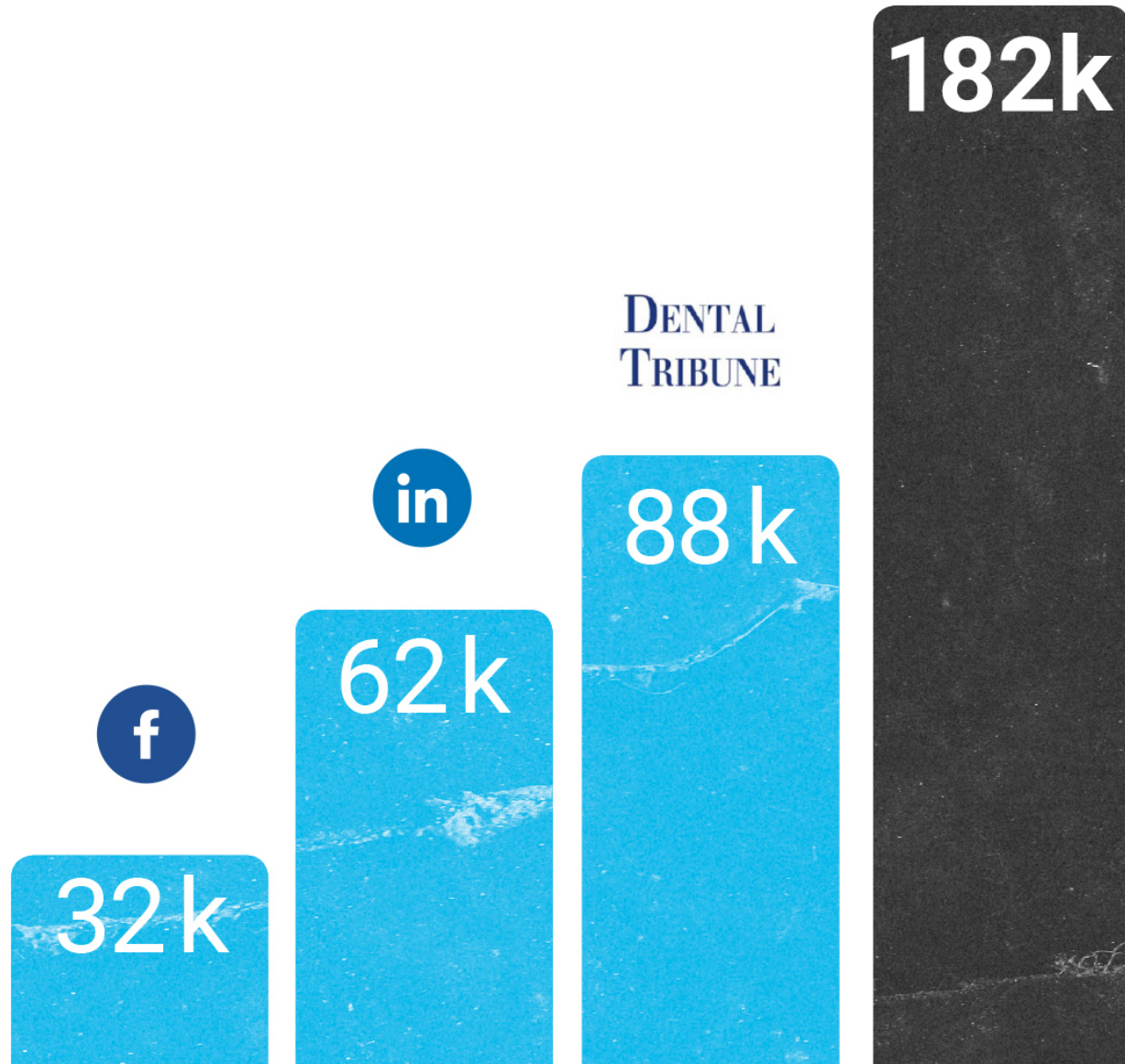
[Learn more](#)

# Social Media





# Content Marketing



# Branding – positioning, messaging

5 Countries

REACH

Dental degrees, Cosmetic dentistry, Orthodontic, Dental hygiene dentist, a holistic dentistry, Pediatric dentistry



# Opportunities



## Ready made campaigns

Articles, social media, case studies, E-Mail marketing, online campaigns in your local language! Over 100K investment for development



## Co-marketing initiatives

Financial contribution to your local marketing investments (testing markets) Co-branding opportunities

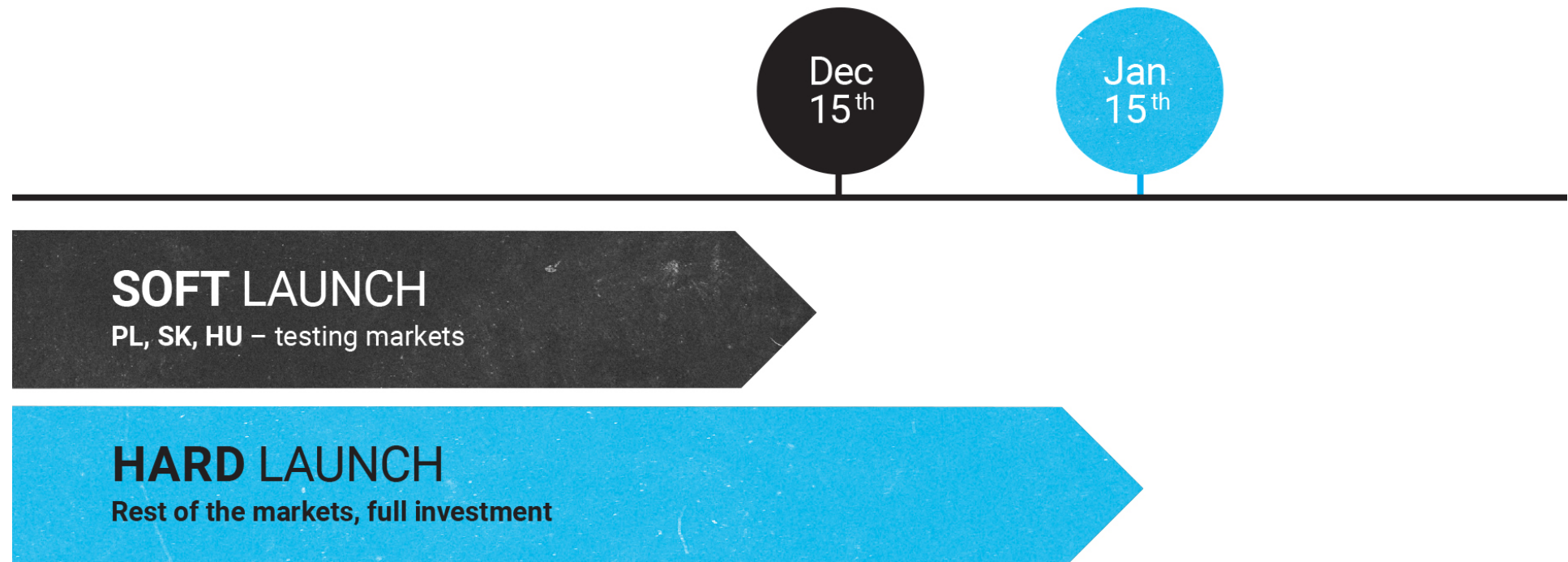


## Marketing services

Webinar content Best practice sharing Marketing Zoom sessions to train and guide your sales and marketing team and share the best practices.



# Timelines







**Ready for orders from 01/2021**

**Product ready for delivery 02/2021**

**Price list 12/2020**

**Marketing Materials ready 12/2020**



**Thank you for your attention**

[www.diplomat-dental.com](http://www.diplomat-dental.com)