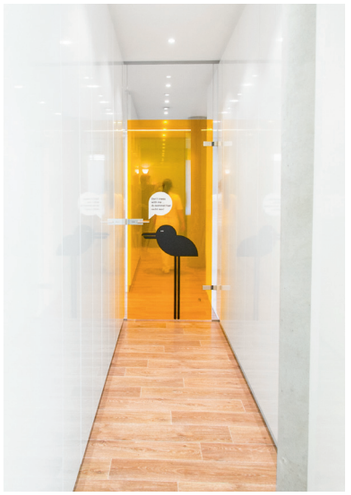
Category: Healthcare

Project: Orthodontic Practice Dres. Fourné

What was the challenge?
An orthodontic practice is not really a popular place to be. Children and teenagers often don't feel very comfortable having an appointment at the dentist's. We simply wanted to change that.

What was the solution?
We developed loveable characters with a strong graphic language based on geometric forms and great contrasts. There is a cow, a bear, a sheep, a fox, a bunny, a deer, squirrel, a bird, a pig and a wild pig, a mouse, a bee, a beaver and last but not least a sausage dog. Each of them is showing their different teeth.
The aim was to encourage a playful interaction, that is fun and makes people laugh. The animals speak with each other, tell stories, play with the architecture and smile at you. The sausage dog for example is getting longer and longer while the sliding door closes. The number of characters can be ever growing, changing and be used for promoting the orthodontic practice as a colourful, vibrant and fun place to be.

What was the effect?
We wanted to encourage a playful interaction, that is fun and makes people laugh. And we made it. The feedback is overwhelming. It is just as beloved for children and adolescents as for parents.



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