

## Bupa Dental Care Orthodontics case study – photos required

Submitted by: McCann-Erickson Public Relations

Wednesday, 27 October 2021

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Bupa Dental Care is on the lookout for someone to participate as part of a case study for an upcoming Orthodontics campaign. Orthodontics is a dentistry specialty that addresses and corrects mispositioned teeth, jaws, and misaligned bite patterns, for example.

For the case study, before and after photos are necessary, and we are looking for someone who has had dentistry work and can share their story. We would like to work with a journalist on a bespoke, exclusive basis with access to a dental care expert to support the feature, offering a test and review treatment to participants. Alternatively, we would like to utilise any agreed case study submissions within press materials.

In exchange, one of our expert clinicians will review and provide advice as well as monetary vouchers in return for participation.

Please get in touch at [Ellie.Wallis@mccann.com](mailto:Ellie.Wallis@mccann.com) if this should be something you are interested in participating in