

ClearChoice Dental Implant Center® Launches New Brand Campaign to End the Wait - and the Worry - With "Smiles Built for Life"

CHICAGO, July 15, 2025 /PRNewswire/ -- ClearChoice Dental Implant Center® today announced the launch of its bold new national brand campaign, *Smiles Built for Life*, a fully integrated platform anchored in one powerful truth: ClearChoice is a leading provider of permanent dental solutions the same day of surgery - backed by decades of expertise and a Lifetime Warranty on premium arches.

For millions of Americans living with severe dental issues, a smile can be a daily source of stress, embarrassment, or isolation. *Smiles Built for Life* meets patients in that moment, with a message of real hope. The campaign is designed to reinforce ClearChoice as the pioneer of same-day, full-arch dental implant treatment, offering not just speed, but peace of mind through a permanent, personalized solution.

"This is about changing the conversation," said Marcelle Parrish, Chief Marketing and Commercial Officer at ClearChoice. "We've seen new players enter the category with big promises. But we believe no one has the scale, clinical model, or experience to deliver what we do—permanent dental solutions, same day, done right. Our patients want to stop worrying about their smile. This campaign shows them they finally can."

The campaign is headlined by a national broadcast spot titled "Voice of Doubt," which gives emotional voice to the inner concerns and hesitations of people living with tooth loss. The ad's tone is both raw and hopeful, inviting viewers to imagine a different future, and a different kind of provider.

To bring this vision to life, ClearChoice partnered with independent creative agency Geletka+. Geletka+ led creative strategy, concept development, video production, and photography. The process was deeply collaborative, with input from patients, doctors, researchers, and internal teams alike.

The result is a fast-turn, 360 campaign with thousands of assets spanning TV, digital, social, print, and in-center content, each tailored to engage patients at key decision-making moments.

"This wasn't just about making ads," said John Geletka, Founder and CXO of Geletka+. "It was about building a brand platform that speaks directly to real human concerns and offers a permanent solution. ClearChoice is uniquely built to deliver on that promise, and we wanted the work to reflect that with emotional honesty and bold simplicity."

Campaign Highlights:

- **"Same Day, Done Right": A permanent, FDA-approved solution on the same day of surgery - backed by a Lifetime Warranty on premium arches and prosthodontist-led expertise.**
- **No Compromises: Every smile is custom-designed and delivered in an all-in-one center, with no shortcuts or hidden costs.**
- **Emotional Resonance: Campaign creative reflects deep audience insight, tested messaging, and the lived experience of ClearChoice patients.**
- **Fast, Collaborative Execution: Entire campaign developed and launched in under 60 days—a modern model of agile, insight-driven marketing.**

Smiles Built for Life marks the first major campaign produced in partnership with Geletka+, and sets the tone for a bold new chapter in ClearChoice's growth and category leadership.

For more information, visit clearchoice.com.

About ClearChoice Dental Implant Center®

Since 2005, ClearChoice Dental Implant Centers have helped restore hope and confidence in more than 200,000 patients across the U.S. through advanced oral treatments designed to improve overall health and quality of life. Equipped with innovative technology—including digital design, 3D intraoral scanning, virtual smile design, and full-service, on-site labs—each ClearChoice Dental Implant Center is owned and operated by a licensed, experienced dentist providing comprehensive implant treatment in a state-of-the-art, all-in-one facility. The ClearChoice Network is supported by TAG – The Aspen GroupSM.

SOURCE ClearChoice Management Services

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<https://clearchoice.mediaroom.com/2025-07-15-ClearChoice-Dental-Implant-Center-R-Launches-New-Brand-Campaign-to-End-the-Wait-and-the-Worry-With-Smiles-Built-for-Life>