

Theresia's Orthodontic Clinics



Brand & Positioning Guidelines

Phase 1 Foundation Strategy

Master Brand Strategy

Brand Promise

"Precision orthodontics with genuine care - where 20+ years of expertise meets authentic patient relationships"



Precision



Genuine Care

Core Value Propositions

Clinical Excellence

Fellowship-trained specialist
handling complex cases
others can't

Authentic Relationships

Genuine care over
transactional interactions

Holistic Approach

Function and aesthetics for
long-term health outcomes

Inclusive Expertise

Trusted care for all ages and
diverse needs

Brand Voice & Tone



Personality: “The Trusted Expert”



Authoritative without intimidating:
Clinical expertise communicated warmly



Calculated precision: Every word chosen deliberately for impact



Professional yet personal: Technical knowledge made accessible



Empowering not patronising:
Educates patients to make informed decisions

Universal Brand Messages



"20+ years of
fellowship-trained
expertise you can trust"



"Complex cases solved
with precision and
genuine care"



"Holistic treatment for
function, health, and
confidence"



"Three convenient
locations, one
exceptional standard"

Visual Direction

**Premium but
approachable**

Sophisticated without
being cold

**Clean, modern
medical**

Professional credibility
with warmth

**Authentic
photography**

Real patients, genuine
moments

Consistent quality

High standards across all
touchpoints

1 SY ORTHO (SOUTH YARRA)

Clinic Overview



Location

12 Bond Street, South Yarra - boutique practice in Melbourne's heart



Positioning

Luxury, high-aesthetic orthodontic destination



Key Differentiator

Diamond Invisalign Provider with boutique luxury experience



Primary Services

Invisalign (specialising in complex cases), traditional braces, lingual braces, early orthodontic intervention

Clinic Overview



Clinic Environment

Boutique-style practice with luxury aesthetic, cutting-edge equipment



Operating Hours

Monday-Thursday: 8am-5pm, Friday: Closed, Weekend: Closed



Unique Features

All-inclusive treatment quotes, flexible payment plans up to 24 months

Key Credentials & Differentiators

Dr. Theresia Sudjalim

20+ years specialised orthodontic expertise with Fellowship of the Royal College of Dental Surgeons

Complex Case Specialist

Handles challenging orthodontic cases that other practitioners refer out, including surgical orthodontic coordination

Holistic Treatment Approach

Handles challenging orthodontic cases that other practitioners refer out, including surgical orthodontic coordination

Key Credentials & Differentiators

Interdisciplinary Expertise

Works collaboratively with surgical specialist Dr. Kevin for complex cases requiring coordinated care

Diamond Invisalign Provider

Advanced expertise in complex Invisalign cases, industry leader speaking at national/international conferences

Academic Excellence

Doctor of Clinical Dentistry (Orthodontics) University of Melbourne 2007, Dean's Medal from Royal College of Dental Surgeons Edinburgh, Kenneth J.G. Sutherland prize

Inclusive Care Expertise

Specialised experience with diverse patient needs including ADHD, autism, and special requirements

Demographics & Market Context



Population

25,028
residents¹



Median Age

33 years²

Income

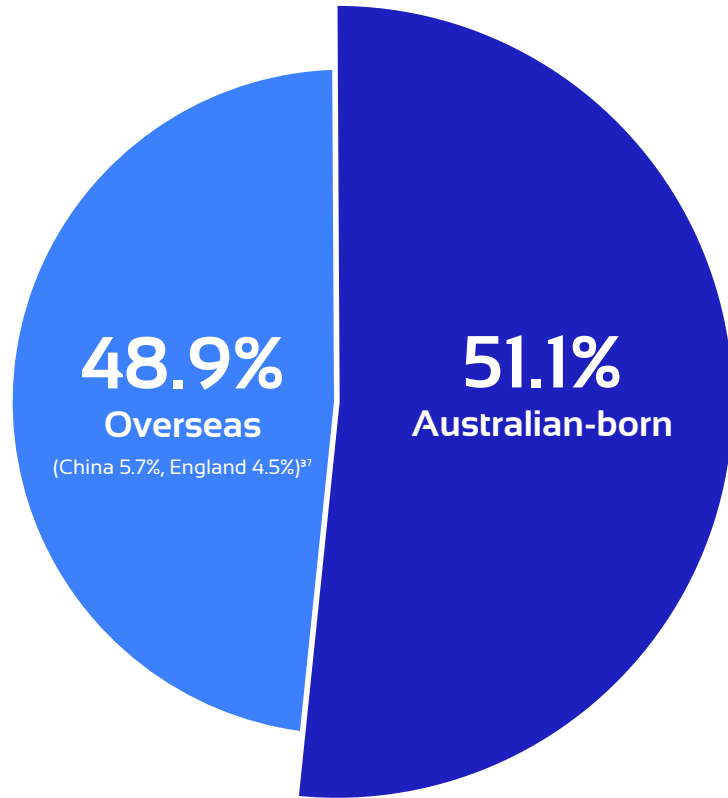
\$1,024/week



Individual

\$1,693/week

household⁵⁶



Demographics & Market Context

Cultural Mix

45%

Target Audiences

Luxury-Seeking Professionals

PRIMARY

Demographics

Age 25-40, \$80k+ individual income, image-obsessed, luxury lifestyle

Treatment Focus

Diamond-level Invisalign, luxury aesthetic outcomes, boutique experience

Pain Points

Want the best available, discrete luxury treatment, refuse to compromise on quality

Benefits

Rational - Diamond provider status, award-winning expertise, boutique experience

Emotional - Luxury lifestyle alignment, sophisticated confidence, aesthetic perfection

35%

Target Audiences

High-Net-Worth Families

SECONDARY

Demographics

Ultra-high household income families (\$200k+), private school networks, luxury consumers

Treatment Focus

Premium family orthodontics, luxury early intervention, aesthetic excellence

Pain Points

Want absolute best for their children, luxury service expectations, aesthetic perfection

Benefits

Rational - Award-winning expertise, all-inclusive luxury service, cutting-edge technology

Emotional - Family luxury standards, aesthetic pride, exclusive access

20%

Target Audiences

Aesthetic-Focused Professionals

TERTIARY

Demographics

Beauty/fashion industry, high-profile professionals, aesthetic-conscious adults

Treatment Focus

Complex aesthetic cases, luxury adult orthodontics, perfect smile outcomes

Pain Points

Need perfection, require discrete treatment, aesthetic outcome paramount

Benefits

Rational - Diamond provider expertise, complex case capability, aesthetic specialisation

Emotional - Aesthetic perfection, professional confidence, luxury treatment experience

Communications Strategy

Website Headlines

H1: "Boutique Luxury Orthodontics in South Yarra"

H2: "Experience diamond-level Invisalign expertise in Melbourne's most beautiful orthodontic practice - where luxury meets clinical excellence"

Key Messages by Audience:

Luxury-Seeking Professionals:

"Diamond Invisalign expertise in Melbourne's most beautiful practice"

"Luxury orthodontics worthy of your sophisticated lifestyle"

"Where clinical excellence meets boutique luxury"

Key Messages by Audience:

High-Net-Worth Families

"Melbourne's most luxurious orthodontic experience for discerning families"

"Where your family receives diamond-standard care in a boutique setting"

"Luxury orthodontics that matches your lifestyle standards"

Key Messages by Audience:

Aesthetic-Focused Professionals

"Aesthetic perfection from Melbourne's diamond Invisalign expert"

"Luxury orthodontics for professionals who demand perfection"

"Where beauty meets clinical excellence in South Yarra"

Recommended Channels by Audience

Luxury-Seeking Professionals:

LinkedIn premium targeting,
Instagram luxury lifestyle, Google
Ads ("luxury orthodontist
Melbourne")

High-Net-Worth Families

Exclusive private school networks,
luxury family publications,
high-end medical precinct
partnerships

Aesthetic-Focused Professionals

Beauty industry networks,
aesthetic medicine partnerships,
luxury lifestyle publications

2 HAWTHORN

Clinic Overview



Location

Hawthorn, established eastern suburbs medical area



Positioning

Comprehensive specialist care for families and complex cases



Key Differentiator

Fellowship-trained expertise with family-focused comprehensive approach



Primary Services

Comprehensive orthodontics, complex case management, early intervention, surgical orthodontic coordination

Clinic Overview



Clinic Environment

Professional, family-friendly with comprehensive treatment facilities



Operating Hours

[To be confirmed]



Unique Features

[To be confirmed]

Key Credentials & Differentiators

Dr. Theresia Sudjalim

20+ years specialised orthodontic expertise with Fellowship of the Royal College of Dental Surgeons

Complex Case Specialist

Handles challenging orthodontic cases that other practitioners refer out, including surgical orthodontic coordination

Holistic Treatment Approach

Addresses functional issues alongside aesthetics for comprehensive long-term health outcomes

Key Credentials & Differentiators

Interdisciplinary Expertise

Works collaboratively with surgical specialist Dr. Kevin for complex cases requiring coordinated care

Comprehensive Family Care

Specialises in multi-generational orthodontic treatment from early intervention through adult care

Academic Excellence

Doctor of Clinical Dentistry (Orthodontics) University of Melbourne 2007, Dean's Medal from Royal College of Dental Surgeons Edinburgh

Established Practice

Longest-running location with proven track record in eastern suburbs community

Demographics & Market Context



Population

22,322
residents⁸



Density

4,106 persons
per sq km⁹



Character

Established,
affluent, gentrified
inner suburb¹⁰

Demographics & Market Context



Community

Education-focused,
family-oriented, close
to premium schools



Market Character

Professional families,
research-driven decision
makers, value expertise
and reputation

50%

Target Audiences

Established Eastern Suburbs Families

PRIMARY

Demographics

Parents 35-55, established residents, education-focused, research-driven

Treatment Focus

Family orthodontics, early intervention, comprehensive treatment

Pain Points

Want comprehensive assessment, long-term outcomes, coordinated care

Benefits

Rational - 20+ years experience, comprehensive care, complex case expertise

Emotional - Peace of mind, family security, trusted partnership

35%

Target Audiences

Complex Case Referrals

SECONDARY

Demographics

All ages with challenging orthodontic conditions

Treatment Focus

Surgical orthodontics, revision cases, interdisciplinary care

Pain Points

Failed previous treatments, need surgical coordination, complex medical history

Benefits

Rational - Fellowship training, complex case expertise, surgical coordination

Emotional - Hope after failure, specialist confidence

15%

Target Audiences

Professional Adults

TERTIARY

Demographics

Adults 30-60 with functional orthodontic issues, health-conscious

Treatment Focus

Adult comprehensive orthodontics, functional improvement, pain relief

Pain Points

Functional problems affecting quality of life, need comprehensive approach

Benefits

Rational - Functional improvement, comprehensive approach, health focus

Emotional - Quality of life, long-term confidence

Communications Strategy

Website Headlines

H1: "Melbourne's Trusted Orthodontic Specialist"

H2: "Give your family the peace of mind that comes from 20+ years of proven expertise - comprehensive care that grows with you"

Key Messages by Audience:

Established Eastern Suburbs Families

"Comprehensive orthodontic care for Melbourne's established families"

"Where three generations of expertise meets modern family needs"

"The specialist eastern suburbs families have trusted for over 20 years"

Key Messages by Audience:

Complex Case Referrals

"When other practitioners reach their limits, we begin"

"Complex cases solved with 20+ years of fellowship-trained expertise"

"The orthodontist that orthodontists refer to"

Key Messages by Audience:

Professional Adults:

"It's never too late for the function and confidence you deserve"

"Adult orthodontics that prioritises health alongside aesthetics"

"Comprehensive adult care that addresses root causes, not just symptoms"

Recommended Channels by Audience

Established Eastern Suburbs Families:

School newsletters, Facebook (family-focused content), GP referral networks

Complex Case Referrals:

Professional referral networks, medical practitioner direct outreach, Google Ads ("complex orthodontics Melbourne")

Professional Adults:

LinkedIn (health-focused content), Google Ads ("adult orthodontics Hawthorn"), health practitioner partnerships

2 BERWICK

Clinic Overview



Location

Berwick, community-centered outer suburban location



Positioning

Accessible specialist care for diverse community families



Key Differentiator

Inclusive expertise with local community focus



Primary Services

Children's orthodontics, family packages, special needs care, NDIS-friendly services

Clinic Overview



Clinic Environment

Welcoming, family-friendly with inclusive design for diverse needs



Operating Schedule

[To be confirmed]



Patient Capacity

[To be confirmed]

Key Credentials & Differentiators

Dr. Theresia Sudjalim

20+ years specialised orthodontic expertise with Fellowship of the Royal College of Dental Surgeons

Complex Case Specialist

Handles challenging orthodontic cases that other practitioners refer out, including surgical orthodontic coordination

Holistic Treatment Approach

Addresses functional issues alongside aesthetics for comprehensive long-term health outcomes

Key Credentials & Differentiators

Interdisciplinary Expertise

Works collaboratively with surgical specialist Dr. Kevin for complex cases requiring coordinated care

Inclusive Care Expert

Specialised experience with diverse patient needs including ADHD, autism, foster care, and multicultural families

Community-Focused:

Local practice understanding the unique needs of Berwick's diverse growing community

NDIS-Friendly

Experienced in coordinating care for special needs patients and families

Demographics & Market Context



Population

**50,298
residents**

(largest of the three locations)¹¹



Growth

Explosive growth
1990s-2000s, popular
with first home buyers^{12,13}



Cultural Mix

65.4% Australian-born,
diverse communities
(India 3.5%, Sri Lanka
3.1%, China 2.0%)^{14,15}

Demographics & Market Context



Character

Car-dependent (77.7% drive to work), family-oriented, community facilities¹⁶



Market Character

Young families, budget-conscious, community-oriented, multicultural

60%

Target Audiences

Growing Community Families

PRIMARY

Demographics

Young families 25-45, budget-conscious, community-oriented

Treatment Focus

Children's orthodontics, preventive care, family packages

Pain Points

Cost concerns, convenient scheduling, transportation, need local trusted care

Benefits

Rational - Local expertise, family packages, community accessibility

Emotional - Local trust, community belonging

25%

Target Audiences

Diverse & Special Needs Families

SECONDARY

Demographics

Multicultural families, foster families,
ADHD/autism families

Treatment Focus

Inclusive care, patient-centered treatment,
community support

Pain Points

Previous negative experiences, anxiety about
treatment, communication barriers

Benefits

Rational - NDIS-friendly services, special needs
expertise, cultural sensitivity

Emotional - Acceptance, family belonging, inclusive
care

15%

Target Audiences

Established Local Residents

TERTIARY

Demographics

Long-term Berwick residents,
community-focused, word-of-mouth trust

Treatment Focus

Local relationships, community
involvement, generational care

Pain Points

Want personal service, community
connection, trusted provider

Benefits

Rational - Local expertise, community connection,
generational care

Emotional - Local trust, community pride, family
legacy

Communications Strategy

Website Headlines

H1: "Your Local Orthodontic Specialist in Berwick"

H2: "Feel at home with inclusive, caring orthodontic treatment - where every family belongs and every smile matters"

Key Messages by Audience:

Growing Community Families

"Your local specialist - where every child's smile matters"

"Quality specialist care without the city prices or travel"

"Where your neighbors trust their children's smiles"

Key Messages by Audience:

Diverse & Special Needs Families

"Inclusive orthodontic care for every family in our community"

"Where cultural diversity and special needs are embraced with expertise"

"NDIS-friendly specialist care in your local area"

Key Messages by Audience:

Established Local Residents

"Your trusted local orthodontic specialist"

"Community-focused care from a practice that calls Berwick home"

"Supporting Berwick families through generations of healthy smiles"

Recommended Channels by Audience

Growing Community Families

Community Facebook groups, local school events, Berwick community newsletters

Diverse & Special Needs Families

NDIS provider networks, multicultural community centers, special needs support groups

Established Local Residents

Local newspaper ads, community event sponsorships, word-of-mouth referral programs