



May 9, 2017

Align Technology Launches Invisalign Brand Marketing Campaign to Challenge Metal Braces as the Status Quo

Content and Marketing Collaboration with AwesomenessTV to Reach Millions of U.S. Teens

SAN JOSE, Calif., May 9, 2017 /PRNewswire/ -- Align Technology, Inc. (NASDAQ: ALGN) today announced that it has launched a comprehensive, multi-million dollar marketing campaign for its [Invisalign®](#) brand designed to challenge metal braces as the status quo method for straightening teen teeth. Under its new "Made to Move" platform, the brand initiative is designed to reach both teens and their moms. Through targeted advertising and innovative collaborations, the Invisalign brand aims to inform moms about the benefits of teeth straightening with Invisalign clear aligners instead of metal braces, and ensure that teens know Invisalign treatment is the best option for their lifestyle.

"Invisalign clear aligner technology has advanced significantly over the years and is an effective way to treat teens in need of orthodontic treatment," said Raphael Pascaud, Chief Marketing, Portfolio and Business Development Officer at Align. "We developed this campaign with an integrated approach across all touchpoints to establish Invisalign clear aligners as the treatment of choice for teens."

Building on insights from the "Made to Move" global brand campaign launched in February 2017, Align's focus with the mom audience is to foster her natural instincts to support her child as they navigate adolescence and discover the interests, talents and passions that drive her teen forward. A multi-channel approach includes national television to reach households with teenagers. Digital advertising and social extensions will educate and invite mom to explore the brand further where she spends time online interacting with channels like Pinterest, Facebook and YouTube.

To reach the teen audience, Align is collaborating with AwesomenessTV – a global entertainment company creating and distributing Gen Z content to millions across mobile and streaming services. A series of custom short films will live on YouTube and a robust influencer social media strategy will support and promote each short film. The short films profile five aspiring teens as they work with an established influencer who serve as their mentor and shares their passion in areas like filmmaking, sports and music, while capturing organic moments that showcase Invisalign treatment fitting right in with teen and influencer lifestyles. The series will live on AwesomenessTV alongside its other popular content that draws a subscriber base of nearly 5 million on its YouTube channel alone. Additionally, Invisalign and AwesomenessTV will partner to create an experiential activation at VidCon combined with digital and social activity that will clearly position Invisalign as a top brand for teens.

"We are the experts when it comes to Gen Z," said Max Polisar, Chief Revenue Officer, Awesomeness. "We know how to make meaningful moments for our audience which feature the influencers they love. Our team is thrilled to partner with Invisalign on a series of short films and experiential activations that will fuel confidence within our Gen Z fans and appreciation for an innovative brand."

About Align Technology, Inc.

Align Technology designs and manufactures the Invisalign® system, the most advanced clear aligner system in the world, and iTero® intraoral scanners and services. Align's products help dental professionals achieve the clinical results they expect and deliver effective, cutting-edge dental options to their patients. Visit www.aligntech.com for more information.

About the Invisalign® Clear Aligner System

The Invisalign system is the most advanced clear aligner system in the world. Adults and teens now have a modern choice for straightening their teeth. Invisalign treatment consists of a series of custom, clear, removable aligners that gradually move teeth over time. No other clear aligner is backed by the data and experience of 4 million cases. Learn more and find a trained Invisalign provider at www.invisalign.com.