

CAD/CAM

international magazine of digital dentistry

1 2015



| **CE article**

Biomechanical principles

| **industry report**

Latest trends in prosthetics

| **special**

Value chains being transformed
by digital dental technologies



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Dear Reader,

_This year, in addition to the International Dental Show, significant for the entire global dental industry, another important event in digital dentistry is taking place: the CAD/CAM and Digital Dentistry International Conference—celebrating its tenth anniversary—which is to be held in May at the Jumeirah Beach Hotel in Dubai.

Almost 20 years after the first CAD/CAM system was presented on the market, with great enthusiasm and a belief in digitalizing dentistry, the Centre for Advanced Professional Practices (CAPP) held its first CAD/CAM and computerized dentistry conference in the Middle East. CAPP, with a group of passionate leaders, such as Drs Munir Silwadi, Aisha Sultan and Omar Adeeb, supported by 3M ESPE, Sirona, KaVo, etkon and the MOH, UAE, has made possible what we have today, the fruit of ten years of continuous dedication to digital dentistry education. To date, more than 15,000 dentists and dental technicians have been educated in digital dentistry by CAPP.

Our journey over the last decade has been fraught with the many challenges of keeping pace with the incredibly fast growth of the industry and new technologies. Ten years ago, we could not even have imagined the opportunities to change dentistry and improve patient care, covering everything from diagnosis to treatment in terms of precise, improved efficiency, and changing outcomes and aesthetic needs.

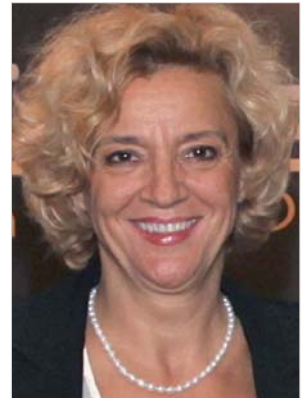
What has been accomplished in the past ten years has been significant, and we would like to acknowledge our business partners, industry, sponsors and supporters for helping us make CAPP the success it is today. Thank you to all who have worked with CAPP during this period and who share the challenges and passion. We are grateful to all of the dentists and dental technicians who have followed us in this decade of rapid development in the dental industry and technologies.

In 2015, there is one more anniversary to celebrate: **CAD/CAM** magazine is now 6 years old! Since 2010, **CAD/CAM** has served as a platform for education and information exchange, and we all hope it will continue. Inside this issue, you will find clinical articles, as well as reviews of CAD/CAM technology, and industry news.

Yours faithfully,



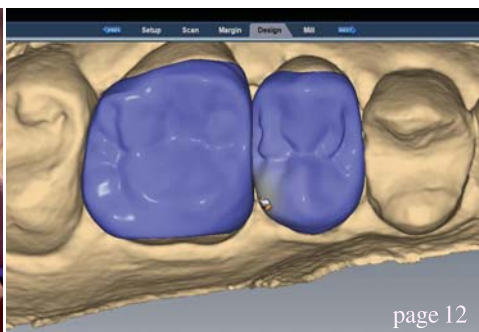
Dr Dobrina Mollova
Managing Director of CAPP
Dubai, UAE



Dr Dobrina Mollova



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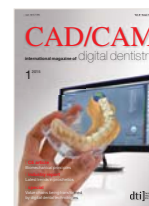
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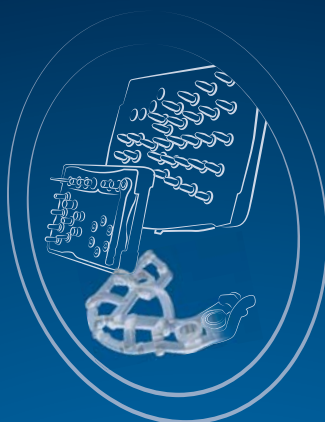
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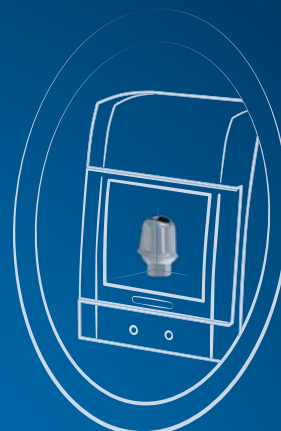


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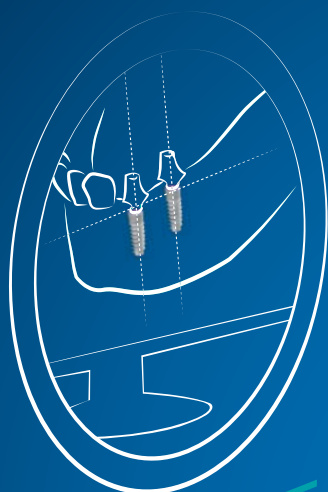
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The importance of brand and own reputation—from real daily life to the web

Author_Prof. Antonio Pelliccia, Italy

We usually associate the term 'brand' with a product that has a unique, consistent and well-recognised character (i.e. Coca-Cola, BMW). These brands conjure up images in the minds of consumers. Large organisations work hard to raise the power and status of their brands and guard them carefully against unlicensed use or unfair imitation.

The American Marketing Association (AMA) defines a brand as a 'name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.'

Therefore, it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem. Looking out into the world today, it is easy to see why brands are more important now than at any time in the past 100 years. Brands are psychology and science

brought together as a promise mark, as opposed to a trademark. Products have life cycles. Brands outlive products. Brands convey a uniform quality, credibility and experience. Brands are valuable. Many companies put the value of their brand on their balance sheet.

Why? Well you do not have to look very far. In today's world, branding is more important than ever. But you cannot simply build a brand like they did in the old days. You need a cultural movement strategy to achieve kinetic growth for your brand. With that, only the sky's the limit. What sells Chanel when it produces a cosmetic? A cream or a dream of beauty? What does the Perugina brand sell when it produces the 'Bacio'? A chocolate or a feeling? What sells Ferrari when it produces the 458: car or social status? What sells Starbucks when opening its stores? A coffee or a third place between home and work? The list goes on with many examples. Branding is fundamental. Branding is basic. Branding is essential. Building brands builds incredible value for companies and corporations.



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If you are still not convinced, let me give you another example. The dollar is a world brand. In essence it is simply a piece of paper. But branding has made it valuable. All the tools of marketing and brand building have been used to create its value. On the front you will find the owner of the brand: the Federal Reserve. There is a testimonial from the first President of the United States, George Washington. There is a simple user's guide: 'This note is legal tender for debts public and private'. And if you are still not convinced, the owner has added the all-important emotional message: 'In God We Trust'. The dollar is a world brand. It confers a uniform value globally. But, as I said, it is really just a piece of paper. Branding has made it worth something.

I mentioned earlier that brands are more important today than in the past. There are a few reasons for this. Firstly, the world has come online and there are many new markets and a growing middle class in places such as India, China, Brazil, Russia, South Africa, Nigeria, Indonesia and in many more places. These consumers buy brands. They buy premium brands. The best branding today is based on a strong idea. The best brands have remarkable creativity in advertising to help them break through people's wall of indifference to create brand heat and product lust. A case in point is the recent turnaround of Chrysler and its reliance on marketing and advertising. Or look at the reinvention of Levis. A final example is a campaign by my own agency, which has helped reenergise one of America's great iconic brands—Jim Beam.

Developing a corporate brand is important because a positive brand image will give consumers, and other interested stakeholders, confidence about the full range of products and activities associated with a particular company.

- _ Essence: A single, energising central idea; it is the heartbeat of the organisation.
- _ Values: What the organisation believes in and stands for.
- _ Personality: The traits and qualities that distinguish your organisation as being different.
- _ Behaviour: The actions associated with values and personality.
- _ Relationships: The internal and external rules of engagement.
- _ Value Proposition: The offer that is made to customers, the point of difference and why it matters.

The sophisticated strategy is a cultural movement strategy. I believe that building brands now requires a cultural movement strategy as opposed to simply a brand building strategy. A cultural movement strategy can accelerate your brand's rise

to dominance. Once you have cultural movement, you can do anything in a fragmenting media environment, maximising the power of social media and technology. The world has changed. We are now living in the age of uprisings and movements. I have written about how to build a brand in this new age in my new book *Uprising*. These days, building brands has become a lot less expensive and smart brands can take advantage of new tools and rocket up there globally, very fast. A common interpretation is that a brand is the promise that is made to customers. Or, the brand is not what you say it is, but what your customers say it is. While these views are legitimate ways of helping to understand a brand, an actively-managed approach makes a brand more tangible and provides it with structure. Company branding is the most efficient way to show potential customers what your business is about. It is reflected visually via the logo and company design elements, as well as through verbiage in marketing materials, slogans and informational copy. According to Fast Company magazine, 'The brand is a promise of the value you'll receive'.

In the face of the current economic challenges, it is worth noting that brands do better in tough times compared to unbranded products. Brands outlive product cycles. And in these challenging times, there are still great brands being built. Brand owners still recognise opportunity and their brands will thrive in the years ahead.

No branding, no differentiation. No differentiation, no long-term profitability. People do not have relationships with products, they are loyal to brands. In a movement strategy, brands have a purpose that people can get behind. Brands can inspire millions of people to join a community. Brands can rally people for or against something. Products are one dimensional in a social media enabled world, brands are Russian dolls, with many layers, tenets and beliefs that can create great followings of people who find them relevant. Brands can activate a passionate group of people to do something like changing the world. Products cannot really do that.

Brands have to contain:

- _ *Uniqueness*: utilise your branding to set yourself apart from your competitors. To do this, analyse what you do best and consider your target demographic. Use graphics and word choices that clearly reflect your business to your target audience, hence your brand. Use your branding to deliver clear messages.
- _ *Target Audience*: done correctly, your brand can assist you in getting a stronger foothold in your



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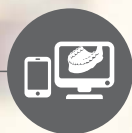
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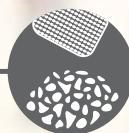
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