

Formula PR wins Ormco AOR account

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ORANGE, CA: Ormco Corporation, a manufacturer of orthodontics products, has hired Formula PR as its North American AOR.

Ormco, which is predominantly a b-to-b brand, began the RFP process in July, said Traci Goodrich, marketing manager at the company. It sells brackets, adhesive, and wires, among other products, to orthodontists.



"Formula was really able to grasp our business right off," she said. "It is a little tough to understand the orthodontic space. Formula came in with really strong, strategic, and creative ideas that wowed us."

Goodrich added that Formula showed expertise in both b-to-b and b-to-c, as well as strength in social media and monthly reporting.

The agency began working with Ormco in September, initially focusing on the company's Damon System orthodontic treatment brand. Five staffers in Formula's business technology group will support the account, said Michael Olguin, the firm's president.

Earlier this month, Formula supported Ormco's signing of professional surfer Bethany Hamilton as its official endorser and "treatment spokesperson." Media outreach, celebrity PR, and a social media campaign were used for that announcement. Ormco will roll out a contest in January.

"It's a new category for us, but it's b-to-b, and that falls right into our wheelhouse," said Olguin. "It also has this really nice celebrity overlay."

Ormco joins other Formula b-to-b clients such as Behr Paint and audio technology company [DTS](#), as well as global technology company [Shure](#).

Formula participated “among a few agencies,” which Goodrich declined to identify, in the RFP process. The review, she said, was prompted by a need to strengthen its PR in a more competitive marketplace, particularly in the digital space.

Ormco had worked with a previous AOR for about three years, she added, but that firm was not invited to participate in the RFP. Goodrich declined to name that firm.

Budget was unavailable, but Goodrich said "a significant amount" was added to cover the PR for signing Hamilton as a spokesperson.