READING SAMPLE · BRANDED COMIC FOR CHILDREN · HEALTHCARE · 1997

Cute Smile & The FMS Wizard

A 30-page fairy-tale comic for a dental hospital: children read a story they wanted to finish, and met every kind of dentist on the way. The lesson rides inside the plot, then lands on a practical page and a membership card.

30	8	1	2
PAGES, A5, FULL COLOUR	DENTAL SPECIALTIES, EACH A CHARACTER	PRACTICAL PAGE: BRUSHING AND FLOSSING	ENGAGEMENT DEVICES: CLUB CARD, COLOURING CONTEST

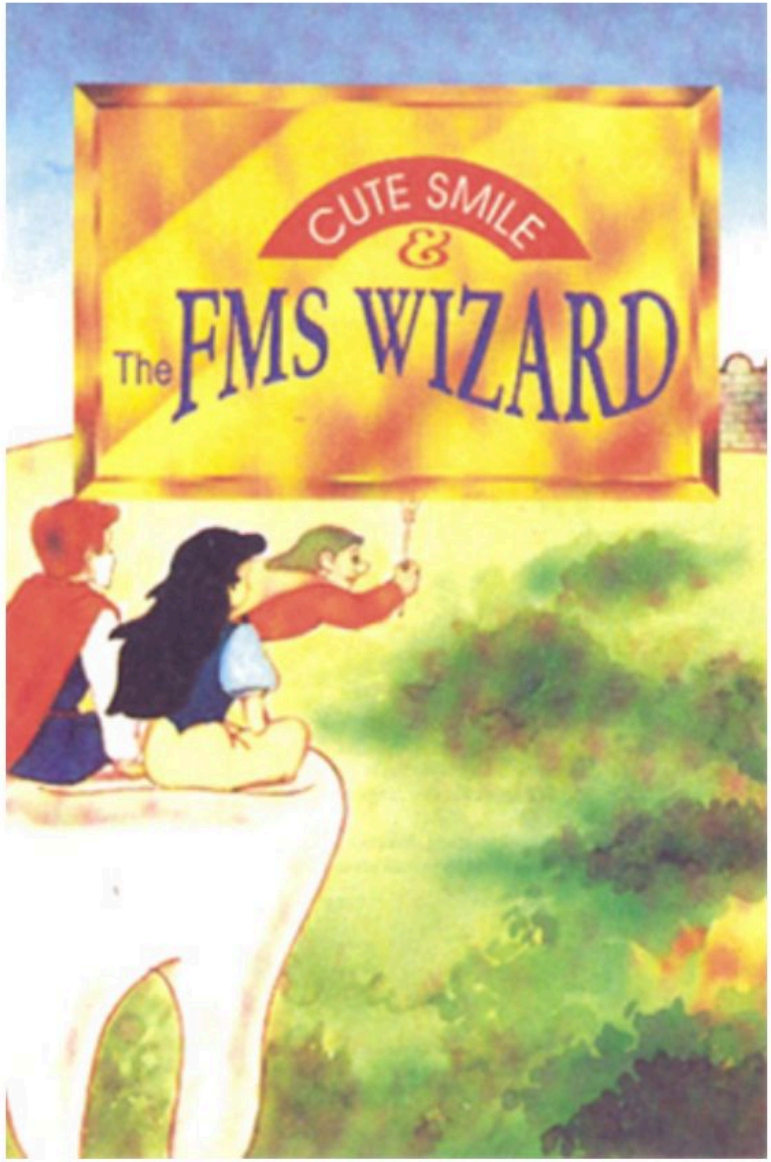
THE STORY SPINE

1. A king with one sadness: the prince's mouth that no doctor could cure.
2. Cute Smile, the prince and the Tooth Fairy set out for FMS Land to meet the FMS Wizard.
3. The gate is a tooth. Inside, the reveal the hospital wanted every parent to hear: "people think a dentist is only one doctor. There are eight."
4. The wizard calls his specialists, each drawn as a character with one line on what they do.
5. The prince is cured; the story closes, and the wizard turns to the parent: take your child to a dentist from the age of two and a half, at least once a year.
6. The payload: "Keep Your Teeth Healthy", the White Pearl club card for children, and a colouring contest.

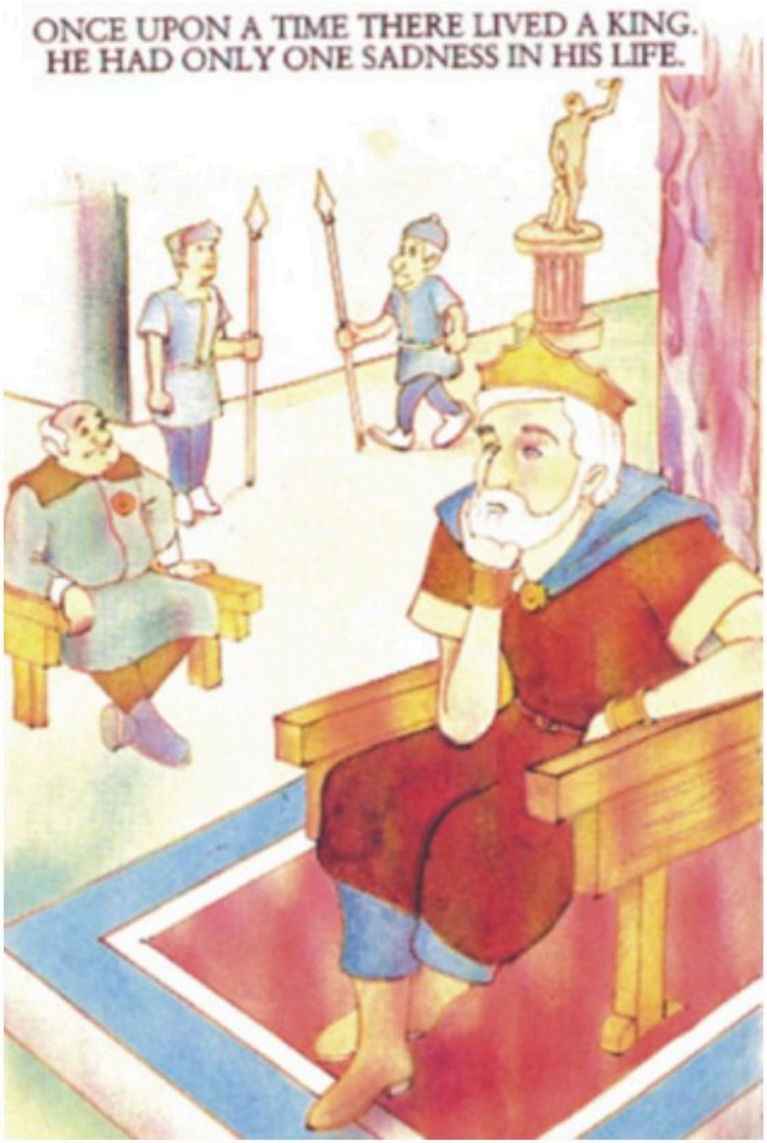
WHY IT IS IN THIS PORTFOLIO

Lesson inside a story	The education is the plot, not a box beside it. The practical page arrives only after the reader has chosen to read to the end.
Two readers, one book	The child reads a fairy tale; the parent reads the hospital's message in the wizard's last speech.
Content that keeps working	A membership card and a contest turned a giveaway into a relationship, long before "content marketing" was a phrase.

Role: concept, story and script, the brand education built into it and the engagement devices; strategy and creative direction at Trikaal Advertising. Selected pages follow.



Page 1
The cover.



Page 2
"Once upon a time there lived a king. He had only one sadness in his life."



Page 13
The journey to FMS Land begins.



Page 18
The gate of FMS Land is a tooth.



Page 20
"There are 8 dentists with different specializations."



Page 21
The specialists, each with one line on what they do.



KEEP YOUR TEETH HEALTHY

To prevent tooth decay and dental diseases, proper tooth brushing and flossing techniques should be adopted (as shown in the figures)

Good Toothbrushing Techniques

Holding the toothbrush bristles at a 45 degree angle against the gumline, move the brush back and forth with short strokes — half a tooth wide — in a gentle, scrubbing motion. Children can clean their teeth by moving their brush in a circular fashion around all the surfaces of the teeth.

Brush the outer surfaces of each tooth, upper and lower. Repeat the same method on the inside surfaces and chewing surfaces of all the teeth.

Finish by brushing the tongue to help freshen breath and remove bacteria.

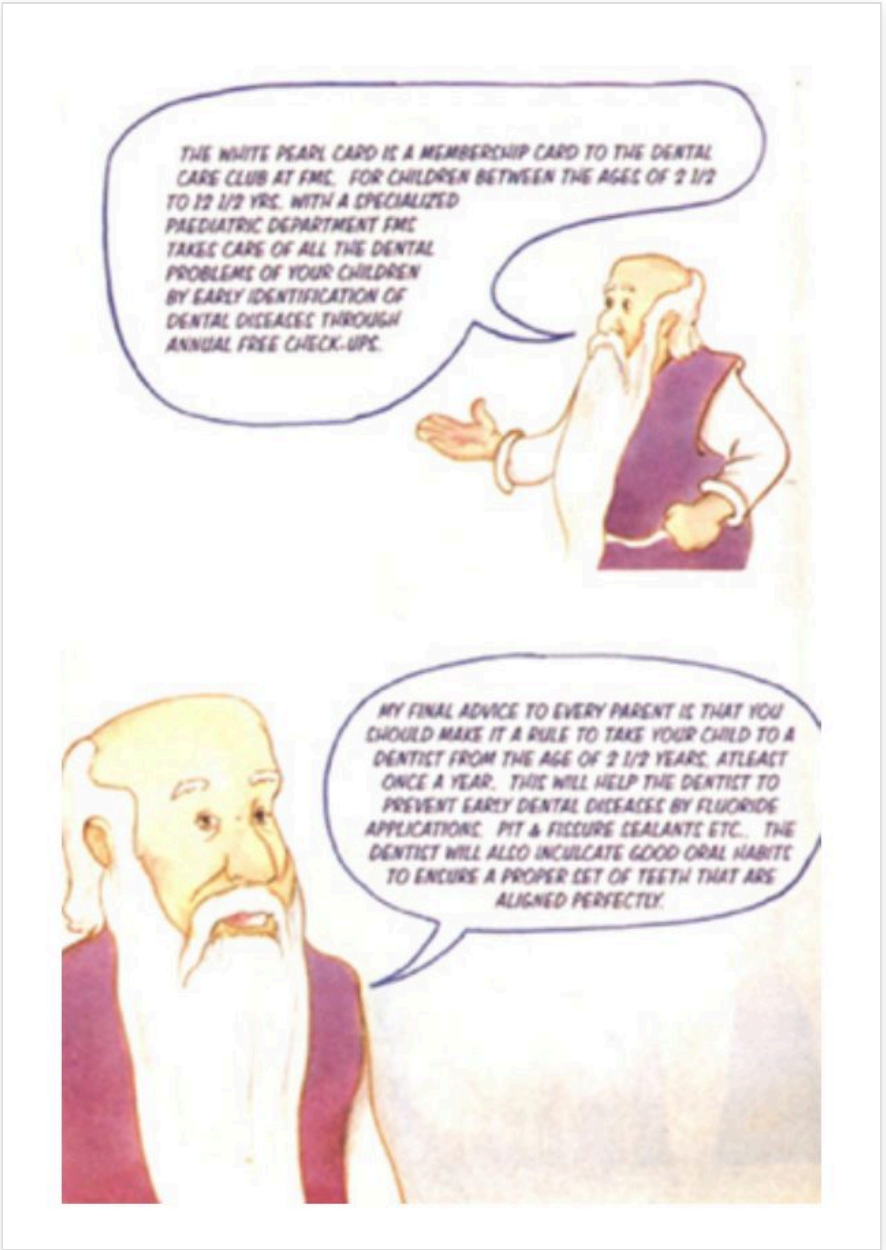
Good Flossing Techniques

Use about 18 inches of floss, wind most of it around the middle fingers of both hands. Hold the floss tightly between the thumbs and forefingers. Use a gentle, sawing motion to guide the floss between the teeth.

Curve the floss into a C shape and slide it into space between the gum and the tooth until you feel resistance. Now, gently scrape the floss against the side of the tooth.

Repeat this procedure on each tooth. Don't forget the backs of the last four teeth.

Page 28
The wizard's advice to parents, and the White Pearl club card.



Page 27
The practical page: "Keep Your Teeth Healthy".