

Invisalign



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Brand campaign targeting young Latina audiences through culturally relevant storytelling

The Challenge

Invisalign needed to evolve beyond a clinical perception and connect with a younger Latina audience through culturally relevant storytelling.

The work needed to feel natural and emotionally recognizable, while maintaining the credibility of a medical-grade product.

It required balancing authenticity with a clear and consistent brand presence across platforms.

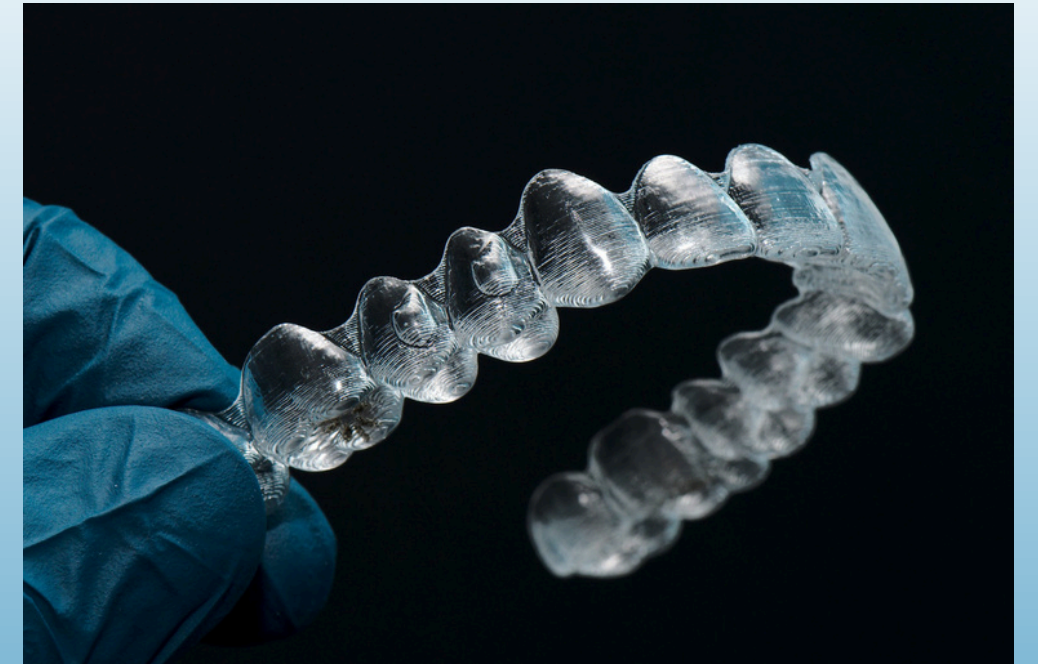


The Decision

I defined a visual direction centered on real behavior and emotional relatability—moving away from overly polished, clinical imagery.

The goal was to position Invisalign as part of everyday confidence, not just a functional product.

I aligned early with stakeholders to establish clear creative parameters that could scale without losing specificity.



Execution

The approach emphasized natural performances and grounded environments, reinforcing authenticity across every piece.

A consistent visual framework ensured the work remained cohesive while adapting to different stories and platforms.

This allowed the campaign to connect emotionally while maintaining brand clarity.



The Outcome



The campaign established a clear and consistent visual identity tailored to a younger Latina audience.

The work reinforced Invisalign's positioning as both accessible and confidence-driven, without compromising credibility.

The campaign was developed in partnership with Billboard and emerging Latin artists, extending the brand's reach within youth culture and social-first platforms.

The work aligned with a period of continued global growth for Invisalign, including surpassing 20 million patient transformations worldwide.