

# Selling Products: An Advertising Response to Entrenched Dental Poverty in the UK

## BSA Annual Conference 2025: Social Transformations

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# Aquafresh – *‘Perfect teeth are just health teeth’*

According to Haleon Research conducted in March with 2,000 UK parents and children, about one in two children feel low self-confidence because of their teeth causing them to hold back, speak or smile less, and miss out on childhood.

To combat this distressing statistic, Aquafresh and Grey London joined forces to empower all kinds of teeth; from bucky gaps to snaggle teeth to tinsel-teeth, and everything in between.



Live location – Worcester Park. November 2024



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# Credits – Who gets to populate our social space?

CLIENT, HALEON UK  
SENIOR GLOBAL MARKETING DIRECTOR, Philip Davies  
HALEON GLOBAL MARKETING MANAGER, Eva Pass  
VP & GLOBAL BUSINESS LEADER, Rachel Deans  
HALEON UK MARKETING DIRECTOR, Monica Michalopoulou  
HALEON UK MARKETING MANAGER ORAL HEALTH, Tugce Uslu  
BRAND MANAGER, Nick Borland

AGENCY, Grey London  
PRESIDENT, Conrad Persons  
EXECUTIVE CREATIVE DIRECTOR, Dave Wigglesworth  
CHIEF STRATEGY OFFICER, Tarek Soufli  
PLANNING PARTNER, Stephanie Tuesley  
SENIOR STRATEGIST, Milan Zum-Hebel  
CREATIVE DIRECTORS, Terry O'Neill & Angela Harding  
CREATIVES, Ben Ecclestone & Egan Cardoso  
SENIOR INTEGRATED PRODUCER, Michelle Kasper  
ASSISTANT GALLERY PRODUCER, Alicia Cordel  
SENIOR BUSINESS AFFAIRS MANAGER, Melissa Beeson  
HEAD OF CREATIVE OPERATIONS, James McNichol  
MANAGING PARTNER, Georgie Stewart  
BUSINESS DIRECTOR, Luke Grima  
PROJECT MANAGER, Laura Honey  
SNR. ACCOUNT MANAGER, Alethea Boucq & Hugo Soer  
HEAD OF DESIGN, Liam Thomas  
DESIGNERS, Kit Suman, Sarah Burns, Stefan Klasener, Stewart Walker, Weronika Szklarek, Jo Wahono, Tyrone Zall  
GREY GLOBAL CHIEF CREATIVE OFFICER, Gabriel Schmitt

GREY GLOBAL HEAD OF CREATIVE EXCELLENCE, Maru Sokolowski  
GREY GLOBAL CRAFT PARTNER, Costanza Rossi  
GREY GLOBAL PRODUCER, Emiliano Alvarenga  
GREY GLOBAL SR. CREATIVE MANAGER, Catrina Ramos

PRODUCTION COMPANY, Rankin & Co  
DIRECTOR and PHOTOGRAPHER, Rankin  
PRODUCER, Kay Riley  
PRODUCTION COORDINATOR, Abby Rothwell  
1ST AD, Elaine Mackenzie  
CAMERA OPS, Loona Kasemets and Chloe Pemberton  
STYLIST, Ellie Witt  
HAIR STYLIST, Nick Irwin  
PHOTOGRAPHY ASSISTANTS, Marcus Lister, Karolina Bajda, Eliza Roberts

Edit House/Postproduction, Trueblack

PR, Cirkle



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# Out-of-Home advertising

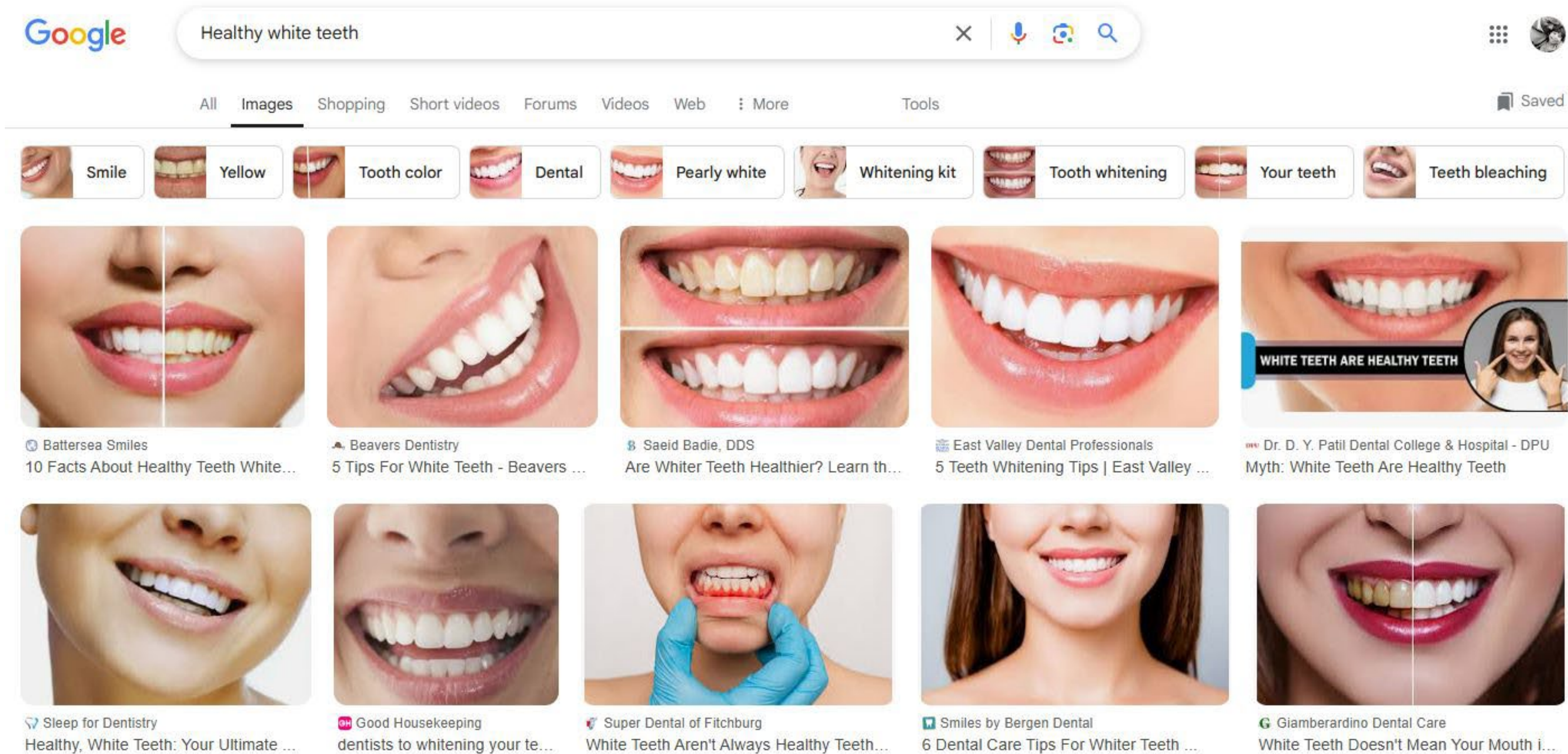


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# ‘Common sense’ discourse



Search Google for ‘Healthy white teeth’, the above is the first page of generated image results (8 April 2025).



Leochares: Apollo Belvedere, Roman copy. Vatican Museums



# Depicting childhood teeth

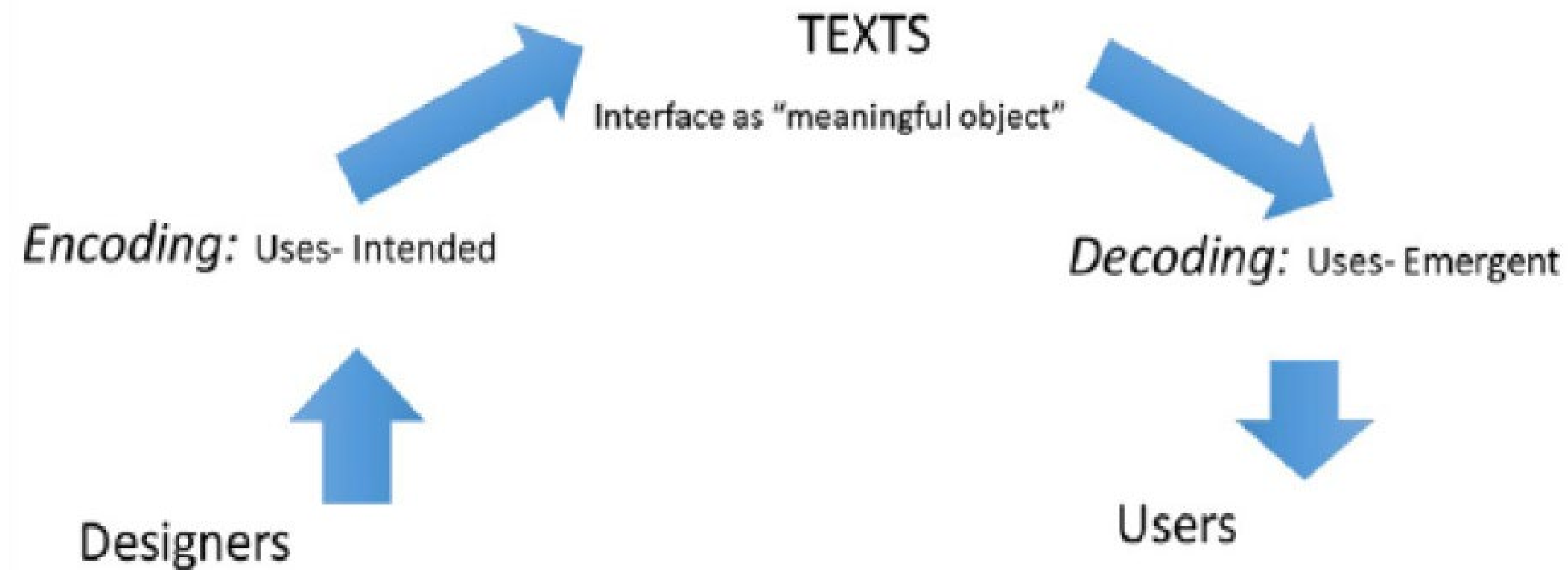


Benson Dental Practice 'Landing Page' See, <https://bensondental.co.uk/ten-tips-to-keep-your-childrens-teeth-healthy/>



Colgate Advertisement 2020 '24/7 sugar protection for healthy smiles.'

# Encoding/decoding - readings



Reception Theory

**Preferential**  
**Negotiated**  
**Oppositional**

Shaw, A. (2017) 'Encoding and decoding affordances: Stuart Hall and interactive media technologies.' *Media, Culture & Society*. 39(4), pp.592-602. Available at: <https://doi.org/10.1177/0163443717692741>.

# Communication - elements

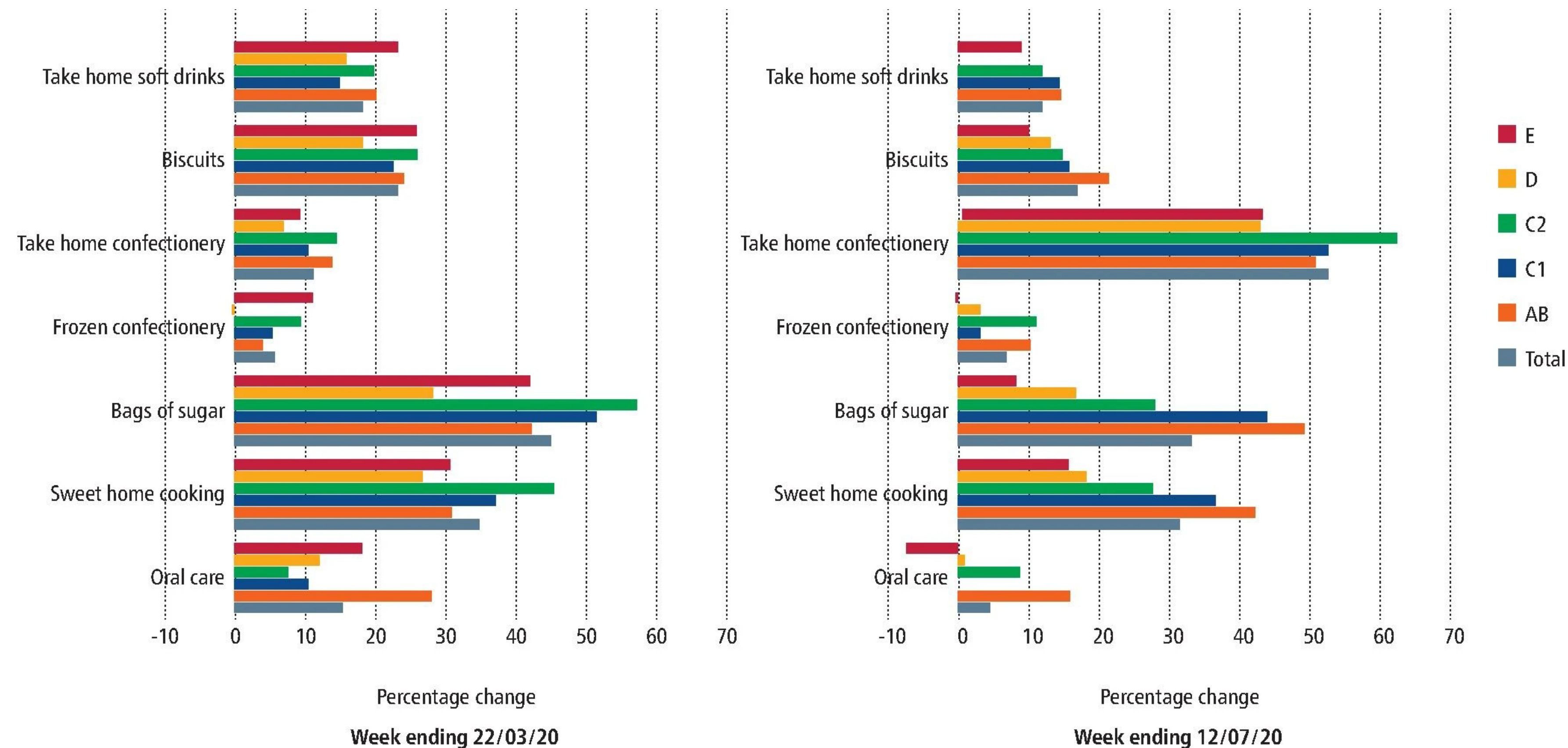


## Key Communicative Elements:

- The font/copy/text 'just'.
- (Re)touching.
- The core/principal communication.



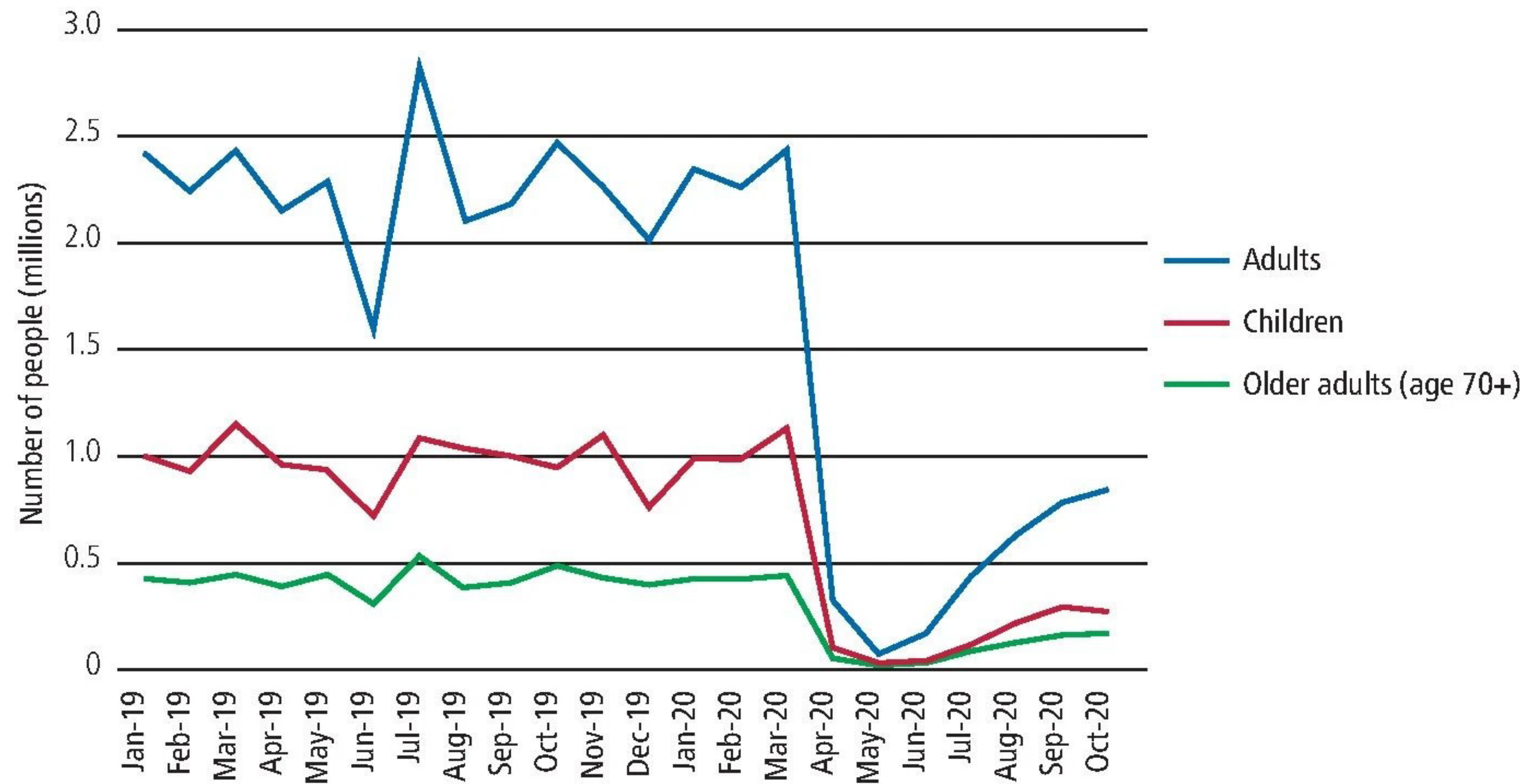
# Oral care vs selected consumption by social band (AB-E)



Stennett, M., Tsakos, G. The impact of the COVID-19 pandemic on oral health inequalities and access to oral healthcare in England. *Br Dent J* **232**, 109–114 (2022). <https://doi.org/10.1038/s41415-021-3718-0>



# Number of people accessing dental services by age 01/2019-10/2020



- From the COVID-19 inflection point the trend to normalise interactions with dental services has not recovered to pre-pandemic levels.

Stennett, M., Tsakos, G. The impact of the COVID-19 pandemic on oral health inequalities and access to oral healthcare in England. *Br Dent J* **232**, 109–114 (2022). <https://doi.org/10.1038/s41415-021-3718-0>



# Thank you for your time!

## Any Questions...?

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