

DDWA Brand Awareness Report Card

This report card on Delta Dental's brand awareness illustrates the power and influence of our brand. We're proud to say that Delta Dental leads the way by having the highest brand name recognition and positive attributes compared to other national carriers.



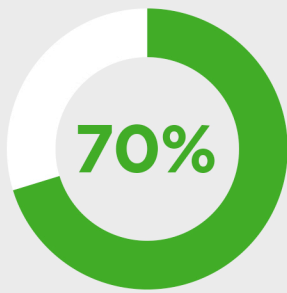
Satisfaction
Rate



Accurate, Fast
Claims
processing



More Members
Recommend
DDWA

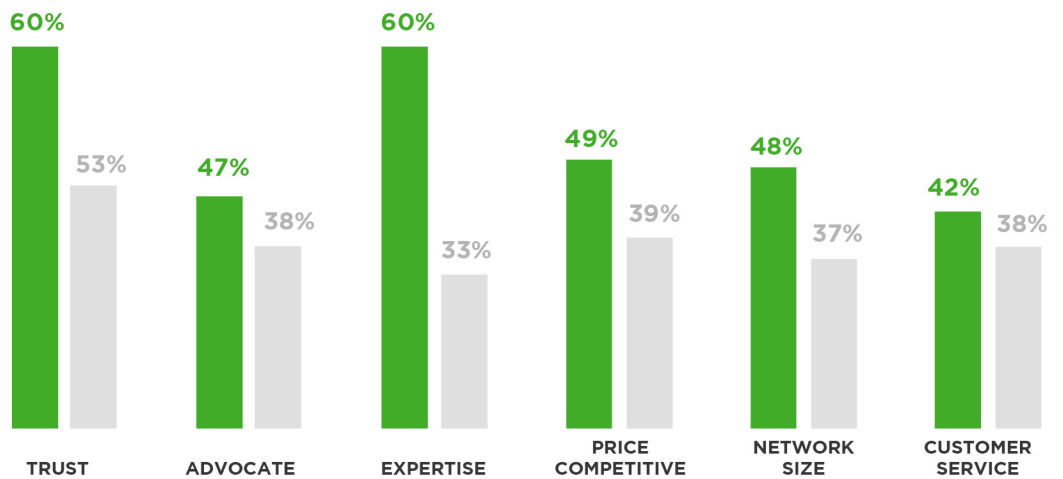


AIDED BRAND AWARENESS

(people are familiar with
brand with prompts)

Brand Attributes

■ Delta Dental
■ Major Competitor



CONTACT YOUR SALES EXECUTIVE

to learn how our brand can increase your sales.