Why Sensodyne Made a Branded Documentary for Hulu

But keeping regular dental appointments is a particularly big ask if you’re among the 20% of the population who are sensory sensitive or neurodivergent. For those individuals, the lights, noises, and physical contact that accompany teeth cleanings and other oral care make a tour of duty in the dentist’s chair difficult, if not impossible.

Bringing that specific experience into the larger public sphere is the goal behind Sensory Overload, a new documentary from health giant Haleon and Vox Creative, the branded content arm of Vox Media.

Recommended articles
https://www.adweek.com/convergent-tv/sensory-overload-sensodyne-vox-creative-hulu/