

Pro-Practice digital advertising checklist

This list should be used in conjunction with our website: www.pro-practice.tv (click on 'TV Style Adverts' on the left of the home page). You can click on each ad to see it running, and view a demonstration of a typical loop of ads.

They cost £25 each, and we recommend a mix of at least 10, which will give you a continuous loop of about five minutes (also see our Magic Mix special offer on page 3). We can supply them either as individual files for use on a PC or media player (see our selection on the website), or on a DVD in a logical running order.

When you've made your choice send us an email (info@pro-practice.tv) with a list of the relevant codes (eg: D27, G2), use the email order form on the website or use the shop. If you need advice don't hesitate to call us on **0844 357 93 93**. We are a family business and always happy to help.

DENTISTS

BLEACHING

D27 Teeth bleaching

Promotion for bleaching to achieve a whiter smile. Mentions different options.

BRIDGES

D7 Bridges

Explains how bridges plus crowns can be used to create a winning smile. Humorous.

BRUXISM/TOOTH GRINDING

D34 Tooth grinding/bruxism

Highlights the problems caused by tooth grinding or bruxism, and how to find a solution.

G27 Problems with tooth grinding

Designed to educate dental patients about the problems which can be caused through teeth not biting together properly. Points out side effects.

CHILDREN

D3 Caring for children's teeth

Explains how best to care for children's teeth. Including first check up, making it a routine and avoiding dental phobias.

D14 Cleaning children's teeth

Gives advice to parents on caring for children's teeth. Image of small boy and happy mum.

D38 Fissure treatment for children

Explains that many children are eligible for free fissure treatment under the National Health. "Far better than a filling."

CROWNS

D18 How crowns work

Explains how crowns work, and when they are an appropriate treatment. Featuring older man and mentions root canal treatment.

BR3 Cerec 3D promotion (branded)

A promotion for the Cerec 3D system for creating crowns and veneers in a lunchtime. Includes: "Perfect comfort. Perfect quality."

DENTURES

D1 Benefits of dentures

A promotion for dentures as a cost effective means of replacing missing teeth featuring benefits for older patients. Features older couple

D17 Caring for dentures

Offers advice to patients on caring for their dentures. Using effervescent cleaner and how to keep clean.

D29 Flexible partial dentures

Promotes the advantages of flexible partial dentures. Includes: "Excellent alternative". Features older couple.

ELECTRIC TOOTHBRUSHES

D11 Benefits of electric toothbrushes

Outlines the advantages of using an electric toothbrush and encourages over the counter sales. Includes: "Removes more plaque."

FILLINGS

D16 Benefits of white fillings

Encourages patients to consider having their old metal fillings replaced with modern white alternatives.

FLUORIDE TREATMENT

D23 Fluoride treatment

Promotion for fluoride treatment supplements. Includes: "A healthy smile is a smile for life."

FRESH BREATH

D12 Fresh Breath

Emphasises the importance of having fresh breath, and how to maintain oral hygiene. Recommends tongue scraper and mouthwash. Mildly humorous.

D15 Benefits of mouthwash

Emphasises the importance of mouthwash in maintaining oral health. Includes: “Reduces plaque build-up.” It encourages over the counter sales.

GUM DISEASE

D5 Preventing gum disease

Promotion highlighting the problems of gum disease, and how it can be prevented: brushing and flossing regularly. Mildly humorous.

HUMOROUS

D9 Rabbit cartoon

This humorous promotion encourages children to take a pride in their smiles. “Great teeth make him a happy bunny. Thumping good deals from your dentist.” (Same as OR8 for orthodontists)

D10 Happy shark cartoon

Encourages children to take an interest in their smiles with the aid of a friendly shark. Includes: “He’s unhappy because he’s got bad teeth.” (same as OR9 for orthodontists)

D40 Happy monkey cartoon

Encourages children to eat fruit instead of sweets to keep their teeth healthy. (Also see *Plaque and tartar/D6.*)

HYGIENIST

D8 Hygienist

This promotion encourages patients to make regular visits to their hygienist, who will “give advice, scale and polish and help prevent gum disease”.

IMPLANTS

D25 Dental implants

This promotes dental implants as the ultimate in looks and comfort for missing teeth. Includes: “They stimulate the jawbone and keep it healthy.”

D37 Demonstrating implants

Animation showing how implants can be used to replace missing teeth.

**PLAQUE AND TARTAR/
CLEANING YOUR TEETH**

D2 Cleaning your teeth

Quotes Dental Health Foundation recommendations for cleaning your teeth. Features young man.

D4 Caring for your teeth

Guidelines on how best to care for your teeth: Brush after every meal and take toothbrush to school or work.

D6 Foods to avoid

Explains which foods to avoid in order to keep teeth and gums healthy. Avoid sugar and sweets; colourful advertisement. (Also see *Humorous/D40.*)

D19 Removing plaque and tartar

Cartoon animation demonstrating how plaque and tartar accumulate around the teeth, and the role of the hygienist.

PORCELAIN VENEERS

D22 Porcelain veneers

A general promotion for porcelain veneers as a way of treating damaged or discoloured teeth and improving appearance. Includes: “Scared your teeth will ruin your looks?” Mildly humorous.

D36 Demonstration of porcelain veneers

Animated demonstration of the stages of the application of porcelain veneers.

ROOT CANAL

D31 Root canal treatment

An animated cartoon explanation of root canal treatment, clearly demonstrating to patients how the procedure takes place.

SEDATION

D33 Sedation for nervous patients

Promotion reminding nervous patients that they can receive treatment while under sedation if required.

SNORING

D28 Treating snoring

Promotion pointing out that snoring is a problem which can be cured, and advises patients who suffer to seek advice from their dentist. Promotes snoring appliances. Features older couple. Humorous.

TOOTH WHITENING

D20 Tooth whitening – adults

A generic promotion for tooth whitening, encouraging patients to enquire about available treatments.

D24 Tooth whitening – youngsters

A fun promotion for tooth whitening treatment aimed at young people. Includes: “Bling bling. Smile with confidence.”

D26 Tooth whitening – romantic

Promotes tooth whitening for adults using a romantic scene. Includes: “A bright white smile makes you look and feel good.”

D39 Summer whitening

Promotion encouraging patients to consider improving their smiles in time for the summer holidays. Also promotes veneers, white fillings and ceramic crowns and bridges. Features all ages. Seasonal.

ASK FOR ADVICE

D41 Ask your dentist

Encourages patients to ask advice and emphasises that their dentist is available to answer questions.

**MAGIC MIX OF 12 ADS
(for dentists)**

Finding it difficult to choose?

Our Magic Mix of digital ads consists of 12 of our best sellers, promoting a variety of treatments. We can provide them on a DVD or as separate files for a PC, for the special price of **£250** (12 ads normally cost £300). They are as follows:

- D5 Preventing gum disease** (showing how it can be prevented - humorous)
- D7 Bridges** (explains how they work and features a humorous elderly man)
- D8 Hygienist** (encouraging regular visits)
- D13 Never too late** (perfect smile for older people)
- D16 Benefits of white fillings** (replacing old metal fillings)
- D19 Removing plaque and tartar** (cartoon animation)
- D22 Porcelain veneers** (mildly humorous promotion)
- D25 Dental implants** (promoting their benefits)
- D31 Root canal treatment** (animated demonstration)
- D38 Fissure treatment for children** (caring for children’s teeth)
- D40 Monkey cartoon** (encouraging children to eat fruit not sweets)
- G4 Perfect smile/special occasions** (featuring a wedding)

GENERAL/LIFESTYLE

CHIROPRACTIC

G32 Chiropractic treatment

This is a video promoting chiropractic treatment. Various images depicting back problems and their relief.

LIFESTYLE/ALL PATIENTS

G2 Perfect smile//improve your chances

Promotes the dream of a perfect smile. Features romantic couple in restaurant.

G5 Bigger brighter smile

A general promotion for a bigger, brighter smile, and encourages patients to ask about their options for cosmetic dentistry.

G6 Perfect smile/you have the choice

A general promotion for the advantages of a perfect smile. Includes: “You have the choice.” Mildly humorous.

G7 Perfect smile/humorous

This is a humorous promotion for the benefits of an enhanced smile (teeth under a magnifying glass). Includes: “Smile enhancement.”

LIFESTYLE/FAMILY

G19 Children’s smiles/gift for life

Designed to encourage parents to ensure their children have smiles they can be proud of. Features small girl with flowers.

G20 Healthy teeth for all the family

Promotes healthy teeth and smiles for all the family, featuring a father and son.

LIFESTYLE/OLDER PATIENTS

D13 Never too late

This video stresses to adult patients that it’s never too late, and they’re never too old, to achieve a perfect smile through cosmetic dental treatment. Includes: “Beautiful teeth at affordable prices.” (OR13 is similar for orthodontists.)

G3 Great smile/humorous

Humorous message about how good teeth can create a great smile. Includes: “Unhappy with your appearance?” Features elderly man.

LIFESTYLE/YOUNGER PATIENTS

G1 Good appearance starts with a smile

A general promotion highlighting the benefits of having a great smile.

G22 Perfect teeth/chess game

Reinforces the dream of a perfect smile, featuring youngsters playing chess. Includes: "Don't be a pawn in the game."

D35 Promoting a perfect smile

Promotes the dream of a perfect smile. Includes: "Laughing and smiling is good for you." Features young people.

MOUTH CANCER

G23 Detecting mouth cancer

Highlights the danger of mouth cancer, and encourages patients to consult the dentist if they become aware of anything unusual around their mouths. Includes: "Early diagnosis could save your life."

PAYMENT PLANS

BR1 Promotion for Denplan

A promotion for Denplan dental finance. Includes: "Bringing you peace of mind."

BR7 Denplan Enhance

A promotion for Denplan Enhance dental finance system.

BR2 Dental Care Finance

Promotes Dental Care Finance interest free loans and easy payment plans.

D21 Benefits of private treatment

Promotes the benefits of private treatment, stressing affordability and flexibility. Includes: "Ask about our payment plans and special offers." Features family group.

PRACTICE LOGO/WELCOME

G34 Logo

We can incorporate your practice logo two or three times to appear with your digital adverts.

Cost: £50

G35 Logo/animated

We can produce an animation of your practice logo to appear two or three times with your digital adverts.

Cost: £100

D30 Welcome message

A personalised welcome message unique to your practice. We can incorporate your practice logo and photos.

Cost: £150

(Prices include your logo and/or welcome message appearing in your advertising programme as often as you wish.)

G29 Interest free and low payment plans

Highlights the affordability of cosmetic treatment through interest free loans and low cost payment plans. Features men and women, and mentions various treatments.

G30 Perfect smile/affordable

Promotes a perfect, affordable smile, with low cost and payment plans. Includes: "Change your life forever... sparkling social life... better employment prospects."

G31 Perfect smile/interest free loans

A general promotion for the affordability of a perfect smile through interest free loans. Includes: "Put a perfect smile on your face." Features young girl and boy.

PRIVATE TREATMENT

G24 Private treatment options

Highlights the advantages of private treatment, and encourages NHS patients to consider the options. Includes: "Convenience, choice and flexibility."

SMOKING

G25 Dangers of smoking

Highlights the dangers associated with smoking, and encourages smokers to seek help on giving up cigarettes.

SOCIAL NETWORKING

BR11 Facebook

Personalised 'Follow us on facebook' advertisement. (Cost £35)

SPECIAL OCCASIONS

G4 Perfect smile/special occasions

A general promotion encouraging patients to consider improving their smiles in time for a special occasion. Accent on weddings.

G28 Complete smile makeover

Encourages patients to consider having a complete smile makeover. Mentions easy payment plan. Features men and women.

SPORTS GUARD

G10 Using a sports guard

Warns of the danger to teeth from impact sports, and recommends the use of sports guards. Rugby image.

TEXT REMINDER

D32 Text reminder

Pointing out to patients that they can receive reminders about forthcoming appointments via a text message as an easy way to remember their next appointment.

ORTHODONTISTS

BOS

BR4 BOS branding

Displays British Orthodontic Society branding.

BR5 Promoting BOS membership

This video promotes British Orthodontic Society membership. Includes: *"Your smile is in safe hands."*

BRACES

OR3 All types of braces

Promotes and explains different types of braces for both adults and children. Includes: "Help you smile with confidence."

OR6 Braces for beautiful teeth

Video with romantic image promoting braces to achieve beautiful teeth. Includes: "Get intimate".

OR7 Promoting braces

A general promotion for orthodontic braces, stressing they can aid beautiful teeth. Includes: "Pure beauty starts with braces."

OR10 Scared to smile

General promotion for orthodontic treatment to produce a perfect smile. Includes: "Shortcut to beauty."

OR14 Invisible braces x

General promotion for invisible plastic braces. Includes: "Help you smile with confidence."

OR15 Braces for older patients x

Demonstrates that orthodontic treatment is available for older patients and is affordable. Includes: "We have braces for all ages."

OR16 Silver and gold braces

Tells patients about the options available for silver or gold braces. Includes: "The choice is yours."

OR17 Ceramic braces for adults

Explains the benefits of ceramic braces for adults. Includes: "The clear choice."

OR18 Invisible braces x

Promotes the benefits of invisible braces. Includes: "Don't delay, ask today."

OR19 Removable braces

A colourful promotion for removable retainers for children. Includes: "Give your kids a bright future."

OR20 Braces for a perfect smile

A lifestyle video designed to promote the dream of a perfect smile and encourage your patients to ask for advice about braces. Features younger patients. Includes: "Having my teeth fixed changed my life."

OR4 How to clean braces

Educational video showing patients how to look after their braces. Includes: "Brush your teeth after every meal."

OR5 Foods to avoid with braces

Colourful video advising children and adults which foods to avoid when they are wearing orthodontic appliances. (D6 is a similar message for dentists.)

BRANDED BRACES

BR8 Invisalign braces

Promotes Invisalign invisible braces. Includes: *"Improve your smile. Improve your outlook."*

BR9 Incognito lingual braces

Outlines the advantages of Incognito lingual braces. Includes: *"You can have an aesthetic smile at any age."*

BR10 Clearstep

Promotion for Clearstep invisible orthodontic braces

CHILDREN

OR1 Ceramic braces for children

Promotes ceramic braces for children. Features small boy with proud mum.

GENERAL

OR11 Straighter teeth for a perfect smile

Promotes orthodontics in general, and a perfect smile in particular. Includes: "Orthodontics really works." Mildly humorous.

OR12 Never too late

Encourages older patients to consider cosmetic dental treatment. Features older couple. (D13 is similar for dentists.)

OR13 Treatment at any age

Aimed at adults and reminds them that people of any age will benefit from orthodontic treatment. Features older couple.

OR21 All ages can benefit

Tells patients that orthodontics are for adults as well as children, and that people of all ages will benefit from straight teeth.

HUMOUR

OR8 Rabbit animation

This humorous animation is designed to bring a smile to the waiting room, and promotes healthy teeth. Includes: "Great teeth makes him a happy bunny". (D9 is similar for dentists).

OR9 Shark animation

This humorous animation is designed to add a lighter touch to the waiting room at the same time as it promotes a perfect smile. Includes: "He's unhappy because he's got bad teeth." (D10 is similar for dentists.)

TOOTH WHITENING

OR2 Tooth whitening and straightening

Humorous promotion for tooth whitening and straightening aimed at younger patients. Includes: "Smile with confidence".

BEAUTY

COLONIC HYDROTHERAPY

B6 Colonic hydrotherapy

Promotes the benefits of colonic hydrotherapy. Includes: "Recharge your energy." "Look good, feel good."

COSMETIC

B1 Wrinkle reduction

An advertisement for reversing the appearance of ageing through facial cosmetic treatment which reduces wrinkles and softens lines. It promotes lip definition and enhancements. Includes: "Help you fight the appearance of ageing."

B2 Manicures and make-up

Advertises manicures, pedicures, eye enhancement and make-up. Includes: "Look and feel sensational."

B3 Ethnic skin advice

Promotes cosmeceuticals – comprehensive skin care options and advice for ethnic skin. Includes: "Rediscover a new you." "Can help slow down the ageing process."

B7 Cosmetic skin peels

Promotes cosmetic skin peels. Includes: "Firmer younger looking skin." "Safe, and no down time."

B11 Wedding makeover

Encourages a beauty makeover before your patient's wedding day, including make-up and

hair styling. Includes: "Initial trial." "Bridesmaids and mothers too." "All shades and skin types enhanced."

DERMAL FILLERS

B4 Lip enhancement

Promotes dermal fillers and lip enhancement. Includes: "Redefine your smile." "Wrinkles, folds and fine lines will disappear."

B5 Visia skin treatment

Promotes Visia skin analysis to tailor a skin treatment programme exactly to the requirements of the patient. Includes: "It's internal and external health."

BR6 Juvederm skin treatment

Promotes Juvederm injectable gel skin treatment. Includes: "We can help you look years younger."

EAR CANDLING

B10 Ear candling

Promotes ear candling treatment. Includes: "Soothing for sinuses." "Gentle relaxing massage sequence."

HAIR REMOVAL

B8 Laser treatment

Promotes laser treatment to remove unwanted hair and reduce the appearance of lines and wrinkles. Includes: "Ideal for rejuvenating the skin."

HEAD MASSAGE

B9 Reiki head massage

Promotes Reiki head massage to relieve anxiety and stress. Includes: "Make yourself feel special." "Promotes inner calmness."

NEED HELP?

If you need help choosing, or have any questions, don't hesitate to phone us on

0844 357 93 93.

Or email: info@pro-practice.tv