



## Orthodontics Australia Brand Campaign Radio Scripts

*In this document you will find four radio scripts to utilise if local radio advertising forms part of your local marketing activity:*

*These scripts are designed to communicate the overarching messaging of the brand campaign while simultaneously allowing you to promote your own practice in your own markets. You can add information about your practice and arrange for it to air through your own channels and contacts.*

Audience:	Adults (Image Forward)
<b>30 seconds</b>	<p><i>Your smile is a big deal - it's one of the first things people notice about you.</i></p> <p><i>So, when it comes to getting your perfect smile, your choice of practitioner is a big deal too.</i></p> <p><i>Orthodontists are the only people formally registered and qualified to straighten teeth and align jaws, and have undertaken an additional 3 years' training – over and above their general dental degree.</i></p> <p><i>Braces, plates and clear aligners is what they do, all day, every day.</i></p> <p><b>Call to action (3 options)</b></p> <ol style="list-style-type: none"><li><i>1. Check you're seeing a specialist orthodontist. Visit <a href="http://orthodonticsaustralia.org.au/orthocheck">orthodonticsaustralia.org.au/orthocheck</a> today.</i></li><li><i>2. To find a specialist orthodontist in your area, visit <a href="http://orthodonticsaustralia.org.au">orthodonticsaustralia.org.au</a>.</i></li><li><i>3. Make sure you're getting the right treatment. Visit [Insert member's practice name] and book an appointment today.</i></li></ol>
<b>15 seconds</b>	<p><i>Your smile is a big deal.</i></p> <p><i>So, who you choose to <b>perfect</b> your smile is a big deal too.</i></p> <p><i>Orthodontists have spent <b>3 years'</b> – over and above their general dental degree – learning how to straighten teeth and align jaws.</i></p> <p><i>That's a big deal.</i></p> <p><b>Call to action (3 options)</b></p> <ol style="list-style-type: none"><li><i>1. Check you're seeing a specialist orthodontist. Visit <a href="http://orthodonticsaustralia.org.au/orthocheck">orthodonticsaustralia.org.au/orthocheck</a> today.</i></li><li><i>2. To find a specialist orthodontist in your area, visit <a href="http://orthodonticsaustralia.org.au">orthodonticsaustralia.org.au</a>.</i></li><li><i>3. Make sure you're getting the right treatment. Visit [Insert member's practice name] and book an appointment today.</i></li></ol>



# Orthodontics Australia Brand Campaign Radio Scripts

**Audience:** Parents (Only the Best, Savvy + Successful, Stretched + Susceptible, Diligent Carers)

**30 seconds**

*Smiles are important.*

*In fact, they're one of the first things you notice about a person.*

*Your children deserve the perfect smile. And **you** deserve ultimate confidence in your specialist's ability to straighten teeth and align jaws.*

*Orthodontists have 3 years additional training – over and above their dental degree, and braces, plates and clear aligners is what they do, all day, every day.*

**Call to action (3 options)**

- 1. Check your children are seeing a specialist orthodontist. Visit [orthodonticsaustralia.org.au/orthocheck](http://orthodonticsaustralia.org.au/orthocheck).*
- 2. To find a specialist orthodontist in your area, visit [orthodonticsaustralia.org.au](http://orthodonticsaustralia.org.au).*
- 3. Make sure your children are getting the right treatment. Visit [Insert member's practice name] and book an appointment today.*

**15 seconds**

*Smiles are important – they're one of the first things you notice about a person.*

*Make sure your children are getting the smile they deserve.*

*Make sure they're seeing an orthodontist, who has completed 3 years additional training – over and above their dental degree.*

**Call to action (3 options)**

- 1. Check your children are seeing a specialist. Visit [orthodonticsaustralia.org.au/orthocheck](http://orthodonticsaustralia.org.au/orthocheck).*
- 2. To find a specialist orthodontist in your area, visit [orthodonticsaustralia.org.au](http://orthodonticsaustralia.org.au).*
- 3. Visit [Insert member's practice name] and book an appointment today.*