

Bowl and Chain Campaign Radio Ad Option 1
Boston Scientific Hospital Promotion Kit
:30 Radio (:20 Pre-recorded, :10 for customization)

PRE-RECORDED

SFX:

Toilet flushing, clinking of chains and a jail cell slamming
(music up and under)

ANNOUNCER:

Have the side effects of an enlarged prostate, or BPH, sentenced you to the bowl and chain?
Frequent urination and feeling of incomplete bladder emptying are common symptoms—and
both may keep you bound to the bathroom.

Laser therapy may be the key to unlock your chain.

--

HOSPITAL CUSTOMIZATION

Find out if you have an enlarged prostate and learn about treatment options through
[HOSPITAL NAME]'s online assessment available at [HOSPITAL URL].

-Or-

Attend a FREE seminar on [DATE] at [HOSPITAL NAME] to learn more about BPH and laser
therapy. Visit [HOSPITAL URL] for information.