

CLEMENGER **BBDO**

Radio Copy

Client: TENA Bladder Weakness Pads
Product: TENA Bladder Weakness Pads
Title: Laughter Campaign - marry
Duration: 15 secs

SFX: OF WOMAN LAUGHING AND LAUGHING HYSTERICALLY. IT GOES ON FOR A GOOD 10 - 15 SECONDS, PERHAPS EVEN LONGER.

NERVOUS GUY: So...um that's a no, you...won't marry me then. I feel that's a no.

VO: Feel free to laugh with Tena. Pads specifically designed for a weak bladder.

Radio Copy

Client: TENA Bladder Weakness Pads
Product: TENA Bladder Weakness Pads
Title: Laughter Campaign - clothes
Duration: 15 secs

SFX: OF WOMAN LAUGHING AND LAUGHING HYSTERICALLY. IT GOES ON FOR A GOOD 10 - 15 SECONDS, PERHAPS EVEN LONGER.

DISAPPOINTED GUY: Ah..So...I guess I should just put my clothes back on then...

VO: Feel free to laugh with Tena. Pads specifically designed for a weak bladder.

Radio Copy

Client: TENA Bladder Weakness Pads
Product: TENA Bladder Weakness Pads
Title: Laughter Campaign - baby
Duration: 15 secs

SFX: OF WOMAN LAUGHING AND LAUGHING HYSTERICALLY. IT GOES ON FOR A GOOD 10 - 15 SECONDS, PERHAPS EVEN LONGER.

DISTRAUGHT WOMAN: **Um no... that really is what I'm calling the baby...**

VO: Feel free to laugh with Tena. Pads specifically designed for a weak bladder.

Radio Copy

Client: TENA Bladder Weakness Pads
Product: TENA Bladder Weakness Pads
Title: Laughter Campaign- wig
Duration: 15 secs

SFX: OF WOMAN LAUGHING AND LAUGHING HYSTERICALLY. IT GOES ON FOR A GOOD 10 - 15 SECONDS, PERHAPS EVEN LONGER.

OFFENDED GUY: **Yeah... it's actually not a wig. It's my real hair.**

VO: Feel free to laugh with Tena. Pads specifically designed for a weak bladder.