

# CLEMENGER **BBD**O

## Radio Copy

**Client:** TENA Bladder Weakness Pads  
**Title:** Laughter Campaign – Wig '30'  
**Duration:** 30 secs  
**Date Typed:** 27 May 2009

**SFX:** OF WOMAN LAUGHING AND LAUGHING HYSTERICALLY. IT GOES ON FOR A GOOD 15-20 SECONDS.

**OLDER 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.

## Radio Copy

**Client:** TENA Bladder Weakness Pads  
**Title:** Laughter Campaign – Clothes '30'  
**Duration:** 30 secs  
**Date Typed:** 27 May 2009

**SFX:** OF WOMAN LAUGHING AND LAUGHING HYSTERICALLY. IT GOES ON FOR A GOOD 15-20 SECONDS, PERHAPS EVEN LONGER.

**MVO:** **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.

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**Client:** TENA Bladder Weakness Pads  
**Title:** Laughter Campaign – Marry Me '30'  
**Duration:** 30 secs  
**Date Typed:** 27 May 2009

**SFX:** OF WOMAN LAUGHING AND LAUGHING HYSTERICALLY. IT GOES ON FOR A GOOD 15 - 20 SECONDS, PERHAPS EVEN LONGER.

**MVO:** **So... you...won't marry me then.**

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