

Curaprox Launches New UK Television Ad Campaign

Tuesday 2 February, 2016

An exciting new television advertisement has landed on our screens this week, with TV Advertising Media - part of **Media Agency Group** - working alongside Swiss oral health professional **Curaprox** on a new national campaign.

The 30 second TV spots will run throughout February and into early March, providing the Curaprox brand with high exposure as it promotes its colourful **CS 5460** toothbrush. The campaign follows on from Curaprox's recent press feature in *The Times' Stylist* magazine last month.

The fun and energetic television advertisement will be seen on some of the UK's most popular programmes, with ad space secured during the commercial breaks of several major shows. This coverage will guarantee Curaprox major exposure in front of millions of its target audience of ABC1 adults.

The CS 5460 ultra soft toothbrush offers unparalleled gentleness and efficiency and is popular all over the world. It is available in 36 colours, and can be purchased online at curaprox.co.uk and through professional dental practices. It is also available at selected Boots stores and on boots.com.

Managing Director of TV Advertising Media's parent company Media Agency Group, John Kehoe, said:

"We're delighted to be continuing our fantastic working relationship with Curaprox and it's a pleasure to help bring the new CS 5460 advert to television screens across the country. The ad space secured will see Curaprox reach a large audience and undoubtedly help to drive sales of this excellent product and raise brand awareness in general. It's a great campaign and we're all very confident it'll achieve some fantastic results."

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