

**OHA Transformation Center**

**Final Copy I Dental Health – Paid Social Ad Copy**

**THEME: DENTAL HEALTH**

**Paid Social Ad 1**

|  |  |  |
| --- | --- | --- |
| **Channel** | **Embedded Copy Specs** | **Embedded Copy (copy surrounding the ad)** |
|  | CCO name and logo |  |
| Facebook/Instagram | Primary text (125 characters max): | You love seeing your child smile, and so do we. There’s support to keep their teeth healthy and strong during COVID-19. |
| CCO URL |  |
| Headline (25 characters max) | Strong teeth, happy kids. |
| Link description (30 characters max): | Call today to set up a visit.LEARN MORE. |

**Paid Social Ad 2**

|  |  |  |
| --- | --- | --- |
| **Channel** | **Embedded Copy Specs** | **Embedded Copy (copy surrounding the ad)** |
|  | CCO name and logo |  |
| Facebook/Instagram | Primary text (125 characters max): | Taking care of your child’s baby teeth leads to a lifetime of healthy smiles. We’re here to help get them off to a great start. |
| CCO URL |  |
| Headline (25 characters max) | Strong teeth, happy kids. |
| Link description (30 characters max): | Call today to set up a visit.LEARN MORE. |

**Paid Social Ad 3**

|  |  |  |
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| **Channel** | **Embedded Copy Specs** | **Embedded Copy (copy surrounding the ad)** |
|  | CCO name and logo |  |
| Facebook/Instagram | Primary text (125 characters max): | Kids learn better when toothaches aren’t getting in the way. Your dentist can help keep your child’s teeth strong.  |
| CCO URL |  |
| Headline (25 characters max) | Strong teeth, happy kids. |
| Link description (30 characters max): | Call today to set up a visit. LEARN MORE. |