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### **DENPLAN & TWENTIETH CENTURY FOX'S TOOTH FAIRY**

In case you haven't heard, The Tooth Fairy has had a Hollywood makeover! Denplan is delighted to be a promotional partner of the latest children's blockbuster starring Dwayne Johnson and Julie Andrews. The movie launches in cinemas on 28 May and you can see a preview at [www.toothfairymovie.co.uk](http://www.toothfairymovie.co.uk)

"As a national consumer facing brand with a network of around 6,500 member dentists treating approximately 1.8 million patients, Twentieth Century Fox recognised the benefit of Denplan being a promotional partner to the movie," said Sarah Bradbury, Denplan's Marketing Communications and Brand Manager.

"Our nationwide campaign has been designed to support the launch of the movie and to highlight the benefits of good oral health for children in a fun and engaging way, as well as supporting dentists and private dentistry and the Denplan brand."

Family competitions in association with Twentieth Century Fox are currently featuring across key regional press. Prizes include a weekend break for four with tickets to see an Elite Ice Hockey League game plus family movie tickets, private movie screenings and movie-themed goodie bags.

"We've also teamed up with Philips and Colgate to create free and valuable dental kits as reader offers that will appear in selected regional press nationwide. The aim is to raise awareness of good oral healthcare, as well as creating opportunities for practice teams to promote their products and services by driving patients directly into their practices," said Sarah.

At a regional level, this consumer campaign also provides Denplan members with an exclusive opportunity to promote their practices and their Tooth Fairy events in the local press. The media love an excuse to feature Hollywood news and celebrity imagery, making any release relating to the movie extremely appealing.

“To ensure our member dentists and their teams get the most from this campaign, we’ve prepared a host of themed materials exclusively for Denplan members. These include our Tooth Fairy Movie PR Toolkit, complete with dual branded posters, stickers and activity sheets plus sample press releases. By participating, our members can highlight to patients the added value of being associated with their practice as well as educating younger patients and their parents on the benefits of looking after their teeth.”



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