

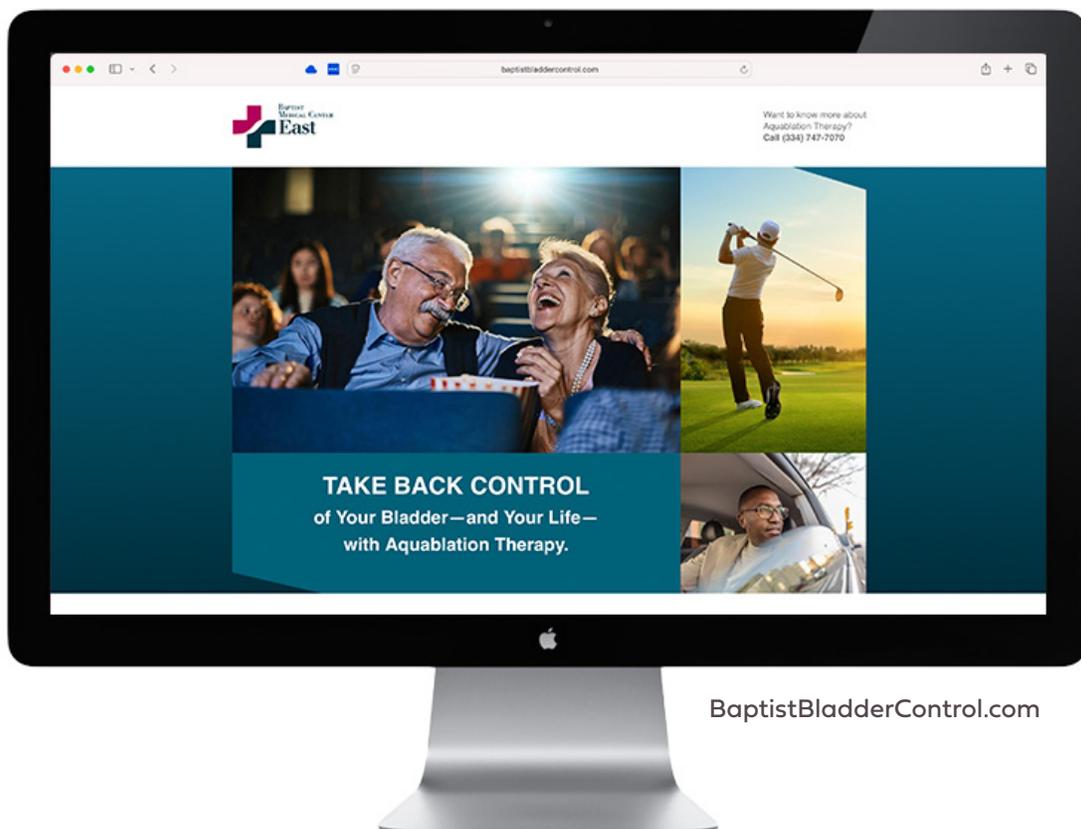
Overview: Our campaign was created to introduce men to Aquablation therapy, a next-generation, minimally invasive, robotically controlled, heat-free waterjet procedure designed to treat BPH, enlarged prostate, with precision while preserving key urinary functions. It is the only surgical option that combines real-time ultrasound imaging with digital cystoscopy to avoid damage to critical anatomy, with low rates of irreversible complications.

The goal of the campaign was twofold:

1. Educate men experiencing BPH on what Aquablation is, how it works, and why it is fundamentally different from traditional surgical options.
2. Motivate them to take action—whether by attending a seminar, visiting the landing page, or speaking with a physician—by reducing fear and increasing confidence in an advanced, safer alternative.

To reach men where they are most receptive, the campaign was deployed across a wide mix of media including print, outdoor, social content, digital banners, PPC, place-based media, a :60 radio spot, and a dedicated landing page with physician bios and patient testimonials. This multichannel approach ensured the message reached both actively searching patients and those silently struggling with symptoms.

Across every touchpoint, the creative focused on clarity, reassurance, and empowerment—positioning Aquablation as a breakthrough solution that delivers effective, long-term symptom relief without forcing men to choose between their wellbeing and their quality of life. Ultimately, the campaign helped shift perceptions, spark conversations, and highlight a treatment option that 96% of men wished their doctor had discussed with them sooner.



BaptistBladderControl.com



TAKE BACK CONTROL

of Your Bladder—and Your Life—
with Aquablation Therapy.

A breakthrough therapy for BPH now offered at Baptist Medical Center East.

Urinary symptoms from an enlarged prostate (BPH) can be frustrating and hard to talk about. But there's a new solution. Aquablation Therapy is a minimally invasive, robotic procedure that uses a heat-free, high-pressure waterjet to precisely remove excess prostate tissue—with no cutting and no impact on sexual function. This advanced, personalized treatment helps reduce symptoms, restore bladder function, and improve quality of life.

Aquablation is helping men feel like themselves again—with fewer bathroom trips, more control, and better sleep.

Find out if it's right for you at BaptistBladderControl.com or by calling 334-747-7070.





TAKE BACK CONTROL

Restore bladder control with new Aquablation Therapy.

BaptistBladderControl.com



Outdoor (the feature image rotated through three options based on location)



TAKE BACK CONTROL

Restore bladder control with new Aquablation Therapy.

[Learn More](#)



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[Learn More](#)



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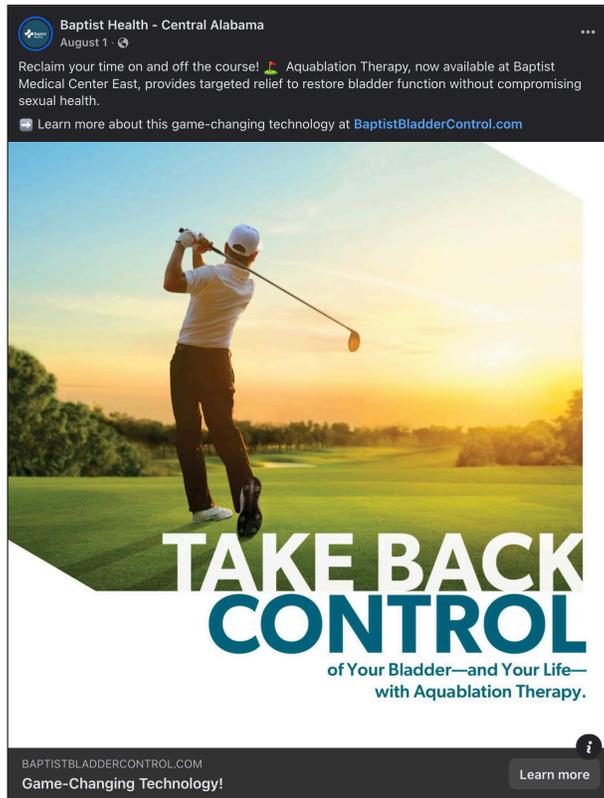


[Learn More](#)

Digital Banner Ads



Popup Banners



Social Media (the feature image rotated through three options)