

## **O'Connell Brightens Crest Toothpaste's Radio Campaign**

*Character Voice Actor Adds Excitement to Tooth Decay "Race"*

**RALEIGH, NC – February 3, 2020** - - Oral health is a serious topic but Crest Toothpaste injected some creativity within the brand story of its Pro/Active Defense Toothpaste's national radio campaign.

The radio commercial, featuring character voice actor Peter K. O'Connell as a race track announcer, imaginatively communicates that cavities are the only winners in a race among those who do not care for their teeth with the proper toothpaste.

### ***About Crest Pro/Active Defense Toothpaste***

Pro/Active Defense Toothpaste does more for mouths to keep them healthy for the future (vs. ordinary toothpaste). It takes a 360° approach to protect and future-proof the whole mouth. Its Active Defense Technology neutralizes plaque bacteria for clinically proven healthier gums. Activated foam is delivered to all areas of the mouth to shield & defend against potential oral health issues. It is ADA accepted to help prevent cavities, plaque and gingivitis, and prevent or reduce enamel erosion from dietary acids, and reduce sensitivity.

### ***About Peter K. O'Connell***

From Fortune 500 companies to companies that think \$500 is a fortune, multi-award winning male voiceover talent Peter K. O'Connell has shared his voiceover and audio production skills with a wide variety of companies, world-wide. In addition to national radio commercial for Crest, Peter's commercial and narration clients also include brands like L.L.Bean, IBM, Duracell Batteries, General Electric, Massachusetts State Lottery and Kraft Foods.

O'Connell owns audio'connell Voiceover Talent, a division of O'Connell Communications, LLC. He can be reached via [audioconnell.com](http://audioconnell.com) or [peterkoconnell.com](http://peterkoconnell.com).

### **NOTES FOR EDITORS**

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#### **COMPANY MEDIA CENTER:**

<http://www.audioconnell.com/media>

#### **PETER K. O'CONNELL VO CREDITS:**

[Peter's VO Credits Link](#)

#### **COMPANY NAME SPELLING:**

Use lower case letters- audio'connell or audio'connell  
Voiceover Talent

#### **COMPANY NAME PRONUNCIATION:**

au-di-o'-con-nell (awe-dee-oh-kah-nel)