



TEXT FOR ADVERT GRAPHICS:

Become a hero from home and join the search for COVID-19 treatments. Sign-up for the PRINCIPLE trial today.

VIDEO SCRIPT:

Become a hero from home and join the search for COVID-19 treatments

COVID-19 has affected the lives of everybody. Finding safe and effective treatments that can help people recover at home has been the drive of researchers at the University of Oxford and right now, you have an opportunity to help.

We are looking for people with COVID-19 to take part in a UK-wide COVID-19 treatment trial called PRINCIPLE.

To be eligible, you will need to be aged 18 years and over and had a positive COVID-19 test result within the last 14 days

You will also need to be experiencing COVID-19 symptoms within the last 14 days.

Taking part is easy. There are no face-to-face visits involved and the trial can be joined online or over the phone from your sofa, with a participant pack couriered directly to you at home.

You will receive a symptom diary, a COVID-19 home test kit and you may receive a treatment to take in the comfort of your own home.

Join the PRINCIPLE trial's heroic volunteers in the search for COVID-19 treatments by visiting www.principletrial.org

PRINCIPLE - the world's largest trial of COVID-19 treatments for recovery at home.

www.principletrial.org

0800 138 0880

SHORT VIDEO SCRIPT FOR ADVERT

COVID-19 has affected the lives of everybody. Finding safe and effective treatments that can help people recover at home has been the drive of researchers at the University of Oxford and right now, you have an opportunity to help. We are looking for volunteers aged 18 or over with a positive COVID-19 test result and symptoms to take part in a national priority trial of treatments to take at home for COVID-19. Join the PRINCIPLE trial's heroic volunteers in the search for COVID-19 treatments by visiting www.principletrial.org. The PRINCIPLE trial is funded by UK Research and Innovation and the Department of Health and Social Care through the National Institute for Health Research as part of the UK Government's rapid response fund.