

# For Art's Sake

**E**ach month, this department pays homage to memorable advertising and marketing campaigns. The highlighted executions have been identified by leading creative executives for their noteworthy use of copy, art, photography, whimsy, uniqueness, etc. — in combination or as single branding elements. Creating good healthcare advertising and marketing requires agencies to think out of the box and clients who dare to be different. PharmaVOICE is pleased to give these vanguards their due recognition.



## Nursing's Future

Corporate Campaign: **Johnson & Johnson Campaign for Nursing's Future**  
 Client: **Johnson & Johnson**  
 Debut: **February 2002**  
 Agency: **DeVito Fitterman**  
 Art: **Chris DeVito**  
 Copy: **Ryan Cote**

healthcare services. As part of an integrated marketing campaign that includes an educational Website ([www.discovernursing.com](http://www.discovernursing.com)) and alliances with leading nursing organizations, J&J is making an admirable attempt to improve the image of this critical profession and inspire a new wave of dedicated nurses. Kudos to J&J.

*Steve R. Schonberg, Account Executive at Cone Inc., Boston, a brand strategy and communications agency, applauds the campaign that DeVito Fitterman developed for Johnson & Johnson, which recognizes the healthcare industry's unsung heroes — nurses.*

Bravo to Johnson & Johnson for recognizing the unsung heroes in nursing through this recent campaign. Doctors tend to get all of the glory and recognition, but through its Campaign for Nursing's Future, J&J pays homage to the men and women who support our doctors and help improve — and often save — our lives.

The advertisements feature real-life nurses, not models, with quotes describing their commitment to the field, such as "I thrive on pressure. Today I cheated death."

The images are surrounded by a blurred halo-like cloud with the challenging tag line, "Join the Ones Who Dare to Care."



Steve Schonberg

This is an admirable attempt by J&J to address the most severe shortage of nurses in U.S. history. Currently, the half million deficit in registered nurses and educators entering the field is threatening the future quality of

## Improving the image of this

critical profession



## CALL FOR ENTRIES

### For Art's Sake — This is your chance to have your creative VOICE heard!

We invite **CREATIVE PERSONNEL** from the healthcare advertising, medical-education, public-relations, and communications communities to choose an advertisement, medical-educational program, or public-relations campaign that was produced by another agency/company and highlight in a 100-word to 200-word letter as to why the ad or campaign is notable or memorable.

In addition, we include a photograph of the executive submitting the campaign for publication in the department. We also include a graphic of the ad or campaign being reviewed. Campaigns are not limited to current executions; they can include tactics that have withstood the test of time, that broke new ground, or that remain memorable for a variety of reasons.

**Guidelines:** Submit a 100-word to 200-word letter as to why the ad or campaign is notable or memorable. Include your name, company affiliation, e-mail address, and a jpeg photo of yourself and the creative being showcased.

**Participation:** Open to anyone involved in pharmaceutical marketing.

**Submission:** To have your VOICE heard, please send submission to [feedback@pharmavoices.com](mailto:feedback@pharmavoices.com).

**PharmaVOICE**  
**Read. Think. Participate.**