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 pharmaceutical 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.

Gemzar

Brand: **Gemzar**
Client: **Eli Lilly & Co.**
Debut: **May 2005**
Agency: **GSW Worldwide**
Creative Direction: **Scott Morris**
Art: **Nancy Bommer, Carmen Cordell**
Copy: **Patrick Myers**

Neil Paulino

I really like this Gemzar ad; it offers a unique approach to showing the strength of the human spirit against difficult odds. This ad relates to both the strength and integrity of Gemzar, an oncology product marketed by Eli Lilly.

When I first saw this ad campaign, it impressed me on so many levels.

The design itself is exceptional — it has the power of black and white, which helps with the emotional honesty, but there are jewels of color throughout to grab the reader's attention.

The softness of the boxes helps viewers to feel as if they are being given snapshot glimpses into the long journey the woman in the ad has ahead of her.

And the simple "Fight it all the way" headline juxtaposed against the vast, stark image of the solo trek tells an entire story without the need for any further copy.

The power of

black and white, with jewels of color

This ad is interesting and complex, yet clean and wide open, leaving room for the viewer to think.

It's not often I come across an ad that I don't make mental notes as to how I would have done it differently — a typical art director's perspective. This ad is definitely an exception. Nicely done by the creative team.

For Neil Paulino, Senior VP, Director of Creative Services, at Ferguson, a part of CommonHealth, Parsippany, N.J., the Gemzar ad's simple headline , juxtaposed against a vast and stark image, says it all.

to grab attention ...