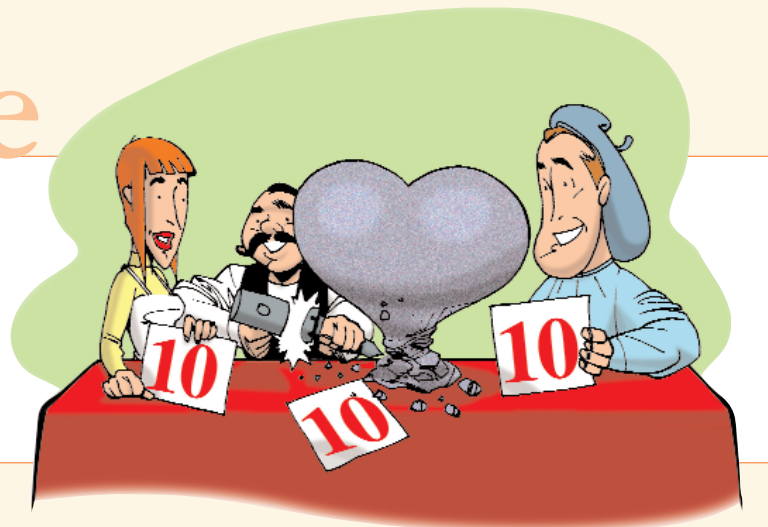


# For Art's Sake

Each 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.



## Big Apple Rorschach

Brand: **Big Apple Rorschach**  
 APA Outdoor Campaign  
 Client: **Pfizer Inc.**  
 Debut: **April 2004**  
 Agency: **Lyons Lavey Nickel Swift Inc.**  
 Creative Director, Art: **Peter Jesse**  
 Art Director: **Kristi Winterrowd**  
 Creative Director, Copy: **Florence Levitt**  
 Senior Copywriter: **Jeffrey Forester**

The outdoor campaign created by Lyons Lavey Nickel Swift for Pfizer and the 157th annual meeting of the American Psychiatric Association is a really nice piece of work.

This is everything an outdoor campaign should be and everything a compelling piece of promotion should be. And it is executed as it should be in one tight, elegant concept.

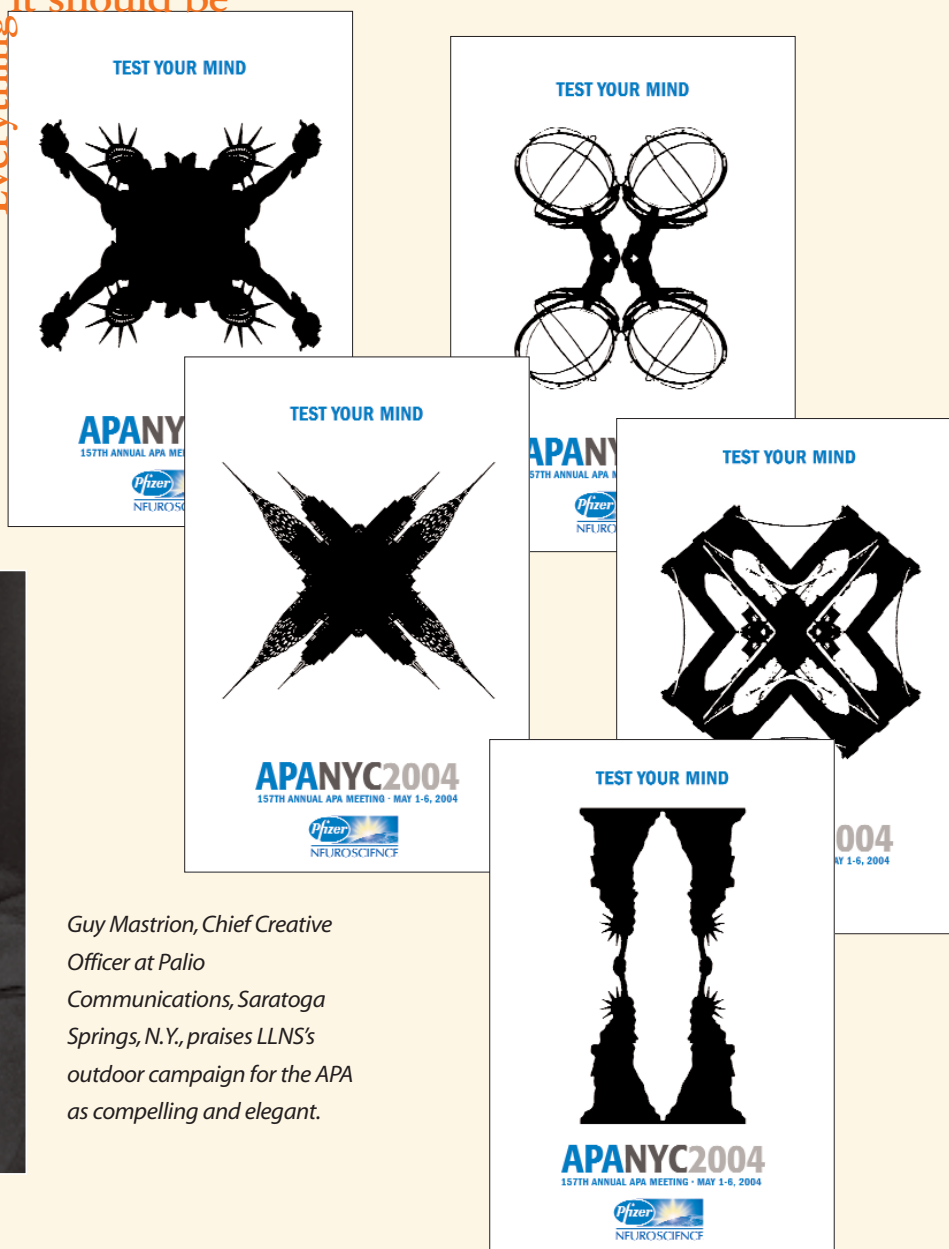
The simple, yet powerfully relevant and surprising graphic images of New York City icons represented as Rorschach blots are coupled with copy that challenges and excites. "Test Your Mind" not only hits the target audience bang on thematically, it also celebrates the location of the event as a compelling venue for ideas.

Congratulations to Pfizer and LLNS.



Guy Mastrion

Everything it should be



Guy Mastrion, Chief Creative Officer at Palio Communications, Saratoga Springs, N.Y., praises LLNS's outdoor campaign for the APA as compelling and elegant.