

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.



Prevacid

Brand: **Prevacid**
 Company: **TAP Pharmaceuticals Inc.**
 Debut: **February 2005**
 Agency: **Merkley & Partners Healthworks**
 Executive Creative Directors: **Andy Hirsch and Randy Saitta**
 Art Director: **Kirk Mosel**
 Copywriter: **David Leonardi**

mandatories, client “requests” for a bigger logo, oh — and not to forget — some kind of sell crammed in whatever space is left. The result is often a 50-50 (at best) picture-goes-here/ copy-goes-here gridded piece that is hardly inviting to look at, let alone to read. (We all know which ones those are, and we all are equally guilty of producing said ad-like objects.)

While the “burning hole” visual has been used in other ads in the Prevacid campaign, this one strikes the best balance, including a clever visual and verbal

Stopping power seems to be harder to achieve these days with DTC print ads. Predictability has become the woeful result of having to present legal

strikes the best balance.



Acid reflux disease can affect people differently. Some feel a burning from their stomach, some have difficulty swallowing, and others have a recurring sore throat or have trouble swallowing. Fortunately, there's Prevacid!®. It can be taken in many forms — one that's a pill, one you can drink, and one that dissolves in your mouth — to help deal with heartburn and many other kinds of symptoms related to acid reflux disease. In many kinds of people. Make it's time to see if it can help yours. Ask your doctor if there's a Prevacid that's right for you.



For a FREE trial sample, call 1-800-SPREVACID or visit prevacid.com today.

If you suffer from persistent heartburn two or more days a week, despite treatment and diet changes, it may be acid reflux disease (ARD). Heartburn is the most common symptom of ARD. Prevacid Capsules, Prevacid for Oral Suspension, and Prevacid Solifen® (Generically) Orally Disintegrating Tablets are used to treat ARD. Individual results may vary. Prevacid/Prevacid has a low occurrence of side effects such as diarrhea, abdominal pain, and nausea. Prevacid may also not raise but serious stomach conditions. Please see adjacent brief summary of important information and talk to your doctor.

presentation of the problem; body copy that is direct and tastefully laid out; and white space that makes everything a lot easier to, ah, digest.



Annie Eleosida

Annie Eleosida, VP, Creative Director, at Quantum, a full-service agency and a unit of CommonHealth, Parsippany, N.J., says this Prevacid ad has stopping power.

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 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 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.

Pharma**VOICE**
 Read. Think. Participate.

The bottom line is that this ad