

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.



Xenical

Title: **Lethal Obsession**
 Agency: **Paling Walters**
 Client: **Roche**
 Creative Director: **Frank Walters**
 Art Directors: **Paul Byrne and David Dalley**
 Copywriter: **Carmel Thompson**
 Account Director: **Kathryn Ellis**
 Photographer: **Paul Bevitt**



Marvin Bowe

Once in a great while an idea surfaces that makes you wish you were the one who conceived it. It's an idea so simple that it could be used in a campaign for years and yet so captivating that the audience looks forward to its next iteration.

These ideas, though, are few and far between, especially in pharmaceutical advertising. Some people attribute this rarity to regulatory restrictions, while others point to the technical nature of the target audience — as if to say physicians are not consumers as well as healthcare providers.

Some advertising agencies, however, such as Paling Walters, have a philosophy to “do the right thing, not just the easy thing.” They apply classic consumer principles and make conceptual thinking and stimulating executions look effortless.

The Paling Walters campaign for Xenical gets to the heart of the matter: the foods we've grown to love can hurt us the most. In this series, the artist shows various icons of death infused into the food composition — an execution so subtle that the

viewer will probably need to take a second look to catch the pay off.

Married to the visual like the title to a masterpiece, the headline “lethal obsession” poetically emphasizes the problem addressed in the advertisement.

For a brand that has the potential to be dismissed as simply another diet pill, the communication shift from losing weight to saving lives has made the difference. The take-away message is clear, the story is simple, and the execution is flawless. We can all only hope our next idea is as magical.

For Marvin J. Bowe III, VP, Creative Director, The Navicor Group, the use of consumer principles in this Xenical ad make conceptual thinking and

The headline is married to the visual



stimulating execution look effortless. Navicor, Westerville, Ohio, is a division of inVentiv Communications, an inVentiv Health company.

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 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@pharmavoiced.com.

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