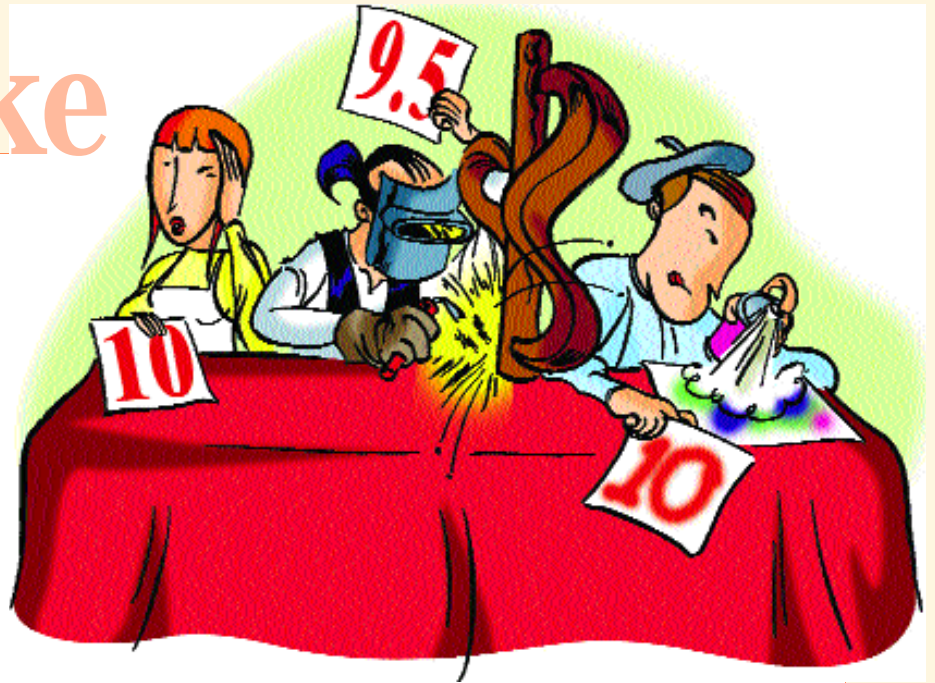


# For Art's Sake

A single, focused message according to healthcare advertising executives is one of the most effective and challenging ways to communicate a brand's attributes. Each ad depicted this month breaks through the clutter in a unique way. Medicus London's execution for Campral EC is striking in its aggressive use of copy and typography. Bold and powerful, yet the message is singular. The ad clearly denotes the stark reality that alcohol dependent patients face. William Douglas McAdams' ad for Lo/Ovral, created nearly 20 years ago, withstands the test of time. This ad is a prime example of how powerful a creative execution can be when it is rooted in strong strategy. FCB's Chickenpox awareness campaign is another example of an ad that communicates the message quickly, concisely, and creatively, three metrics that all agencies aspire to do in their communication efforts.



## Campral

Brand: **Campral EC**  
 Client: **Merck Pharmaceuticals**  
 Debuted: **February 2001**  
 Agency: **Medicus London**  
 Art Director: **Mark Robinson**  
 Copy: **David Easton**

What's black and white and read all over? It's this innovative page stopper. Using monochrome graphics and powerful words this advertisement



paints a colorful story to communicate what this product's benefits really mean to individual patients and the doctors who manage them.

There could be an argument to say this advertisement is copy-led (and after all as it has

been chosen by a copywriter so this would not be a surprise). But I believe that it employs visual

dynamics as effectively as any reportage photograph could. It's a raw, aggressive approach that captures the essence of being an alcohol dependent and the reality that Campral has on their lives.


This is another reason why this advertisement gets my vote. Full-color photography can fall into the trap of portraying alcoholic drinks as glamorous; obviously the creative team just didn't want to go that way. The result is that in the glossy world of the medical journal this ad is a stark reminder of the reality of treating the alcohol dependent.

Call it naive, or street art, or 60s graphics this is an advertisement that grabs your attention and shakes you until you're stirred.

*Sue Blitz, head of copy, Langland, a full-service healthcare advertising agency in the U.K., says the ad's copy is as visually dynamic as any photograph could be — denoting a raw, aggressive approach that captures the essence of Campral EC's benefits to alcohol-dependent patients.*

## An innovative page stopper.

**TO AN ALCOHOLIC WHO HAS JUST VOMITED UP BLOOD, THIS IS MOUTHWASH**



**This headline is based on a real quote, by a real alcoholic. And January is the month you are most likely to see an influx of alcoholics - after the excesses of the seasonal holidays.**

**There are a number of ways you can help, from recommending counselling and self-help groups, to prescribing medicines. One of which is Campral EC.**

**Campral EC is a unique therapy that suppresses alcohol craving, reduces relapse and maintains abstinence, in combination with counselling following withdrawal. Significantly more alcohol-dependent patients, on one year's treatment with Campral EC, achieved long-term abstinence than with placebo.\***

**Campral EC**  
acampral

If you would like more information on Campral EC and how it can help alcoholic patients, please contact the Merck Pharmaceuticals Medical Information Department on 01895 423212, or go to the Campral EC website at [www.campral.co.uk](http://www.campral.co.uk)

**PHARMACINFORMACIÓN (UK):** Campral EC (acampral) Presentación: 100 comprimidos recubiertos con película, conteniendo 250mg acetaminofeno. (Frasco) en una caja con 250. **Preparación:** Acetaminofeno. **Indicaciones:** Campral EC puede ser utilizado para el tratamiento de la dependencia del alcohol. **Contraindicaciones:** Hipersensibilidad a cualquiera de los componentes. **Precauciones y Advertencias:** Campral EC puede ser utilizado en combinación con otros medicamentos. **Efectos secundarios:** No se han observado en estudios con Campral EC. **Administración:** Adultos: 1 comprimido 3 veces al día (12 comprimidos al día) con comida. **Administración:** Niños: 1 comprimido 3 veces al día (12 comprimidos al día) con comida. **Administración:** Niños: 1 comprimido 3 veces al día (12 comprimidos al día) con comida. **Administración:** Niños: 1 comprimido 3 veces al día (12 comprimidos al día) con comida.

A quiet shout.

Lo/Ovral

Brand: **Lo/Ovral**  
 Client: **Wyeth Labs**  
 Debuted: **1984**  
 Agency: **William Douglas McAdams**  
 Creative Director: **Tom Haynes**

The setting: 1984 — The creative team comes in to pitch a new concept.

Client: OK, what's your big idea?

Agency: It's really about nothing.

Client: So, the first thing we'll see is ...?

Agency: Nothing.

Client: Nothing?

Agency: You got it!



Rich Norman

No, that wasn't the original pitch for a Seinfeld episode. It was the McAdams creative team's presentation to Wyeth on their oral contraceptive, Lo/Ovral: a brand with the benefit of an almost invisible — "nearly spotless record" — of breakthrough bleeding.

At a time when the competition among OCs

was as heated as today's statin or COX-2 battles, an agency and its client dared to shout very quietly.

I would like to have been there as they discussed the stark naked teaser page that would eat up a chunk of their media dollars. Surely, in an era in which special effects dominated the journals, the team would then bring things to life on the inside spread. Not a chance. No graphic. No color. And barely any copy.

What made this ad stick in my mind for almost 18 years had as much to do with the leap of faith the client was willing to take as it did with the creativity

of the agency team. I can only assume that the level of trust between the brand and agency teams was terrifically high.

So here's a salute to an agency and client who, after careful strategizing, took up a lot of space to put nothing in print and yet said everything that was needed.

*Rich Norman, chief creative officer, Adient (a CommonHealth company), a full-service healthcare advertising agency located in Wayne, N.J., salutes the brand and agency teams for taking a leap of faith.*

A Near-Spotless Record.

Other OCs claim it. We show it.\*

In clinical trials, Lo/Ovral was practically perfect in holding spotting and breakthrough bleeding to a minimum.\*

	SPOTTING	BREAKTHROUGH BLEEDING
Cycle 1	10.6%	8.8%
Cycle 3	6.3%	3.3%
3 Best Cycles†	4.7%	2.3%

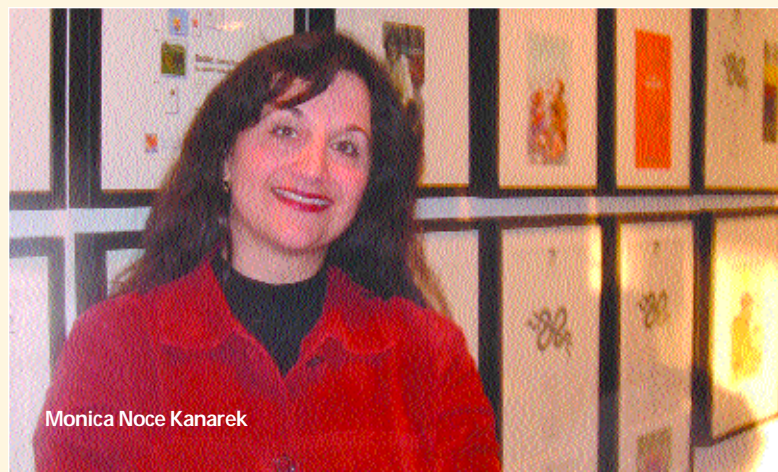
Lo/Ovral® offers less breakthrough bleeding and spotting, along with high contraceptive efficacy, at a low dose—just 30 mcg ethinyl estradiol and 0.3 mg norgestrel.

LOW DOSE  
**LO/OVRAL**®  
 30/0.3

Each tablet contains 0.3 mg norgestrel and 0.03 mg ethinyl estradiol. Each pack contains 21 tablets. See package insert for complete prescribing information. ©2002 Wyeth. All rights reserved. \*Based on data from clinical trials. †Based on data from clinical trials. See package insert for complete prescribing information. See package insert for complete prescribing information. See package insert for complete prescribing information.

Chickenpox Awareness

Brand: **Chickenpox Disease Awareness Campaign**  
 Client: **Merck & Co.**  
 Debuted: **1999**  
 Agency: **FCB, New York**  
 Executive Creative Director: **Rich Russo**  
 Group Creative Director: **Ellen Perless**  
 Photographer: **Steve Bronstein**



Monica Noce Kanarek

Fresh, clean, clear, concise, I get it. We hold our ads to the "5-second test" and appreciate how difficult it is to be brief.

*Monica Noce Kanarek, executive VP, creative, at Donahoe Purohit Miller, a full-service healthcare advertising agency in Chicago, takes the stand that brevity is best and not only for ads that pass the "5-second test."*

Fresh, clean, and concise.

