

# 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.



## Gout Awareness

Brand: **TAP Metabolic Disorders**  
 Client: **TAP Pharmaceutical Products Inc.**  
 Debut: **2005**  
 Agency: **GSW Worldwide**  
 Art: **Dennis Leahy and Andy Spitzer**  
 Copy: **Randall Montgomery**

I received a late night e-mail from PharmaVOICE requesting a “wish I had done that” ad review. As a Englishman working on the other side of the pond, I thought it appropriate to concentrate on U.S.-generated thinking.

My good friends at LLNS, a healthcare advertising agency based in New York, were most helpful in supplying me with many healthcare ad examples. I was expecting a plethora of

advertisements showing happy, smiling patients and air-brushed molecular structures, but I was gladly mistaken.

Out of some fine examples came forth an extremely good execution in the shape of a gout awareness campaign.

Who can ignore

cactus foot or dynamite toes? This is a fantastic use of a double-page ad.

I love the simple photography with the background out of focus. I notice that marketers in the United States like to “squeeze” typography, both in headlines and copy. In this instance, it works well.

This communication will stick in my mind for years to come. Well done to the team.

*Simple photography and an out-of-focus background work well in this disease-awareness campaign for gout by GSW, according to Frank Walters, Creative Director at Paling Walters, an advertising agency based in London.*



Frank Walters

Fantastic use of a double-page ad

