

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.



Protopic

Product: **Protopic**
 Client: **Astellas Pharma**
 Debut: **2007**
 Agency: **GSW Worldwide**
 Creative Director-Art: **Dave Sonderman**
 Creative Director-Copy: **Katie Beller**
 Art Director: **Kelly Seymour/Ben Denton**
 Copywriter: **Gino Valli**

A clever concept ...



There have been more than a few occasions when I felt I needed nothing short of a magic spell to get a client to run with an unconventional concept — the one that's wonderfully unique while completely hitting the mark.

The team at GSW Worldwide has done just that with their new "Itchcraft" campaign for Protopic.

They've taken the lengths to which people go to find relief from eczema and likened them to witchcraft, or in this case, "Itchcraft." It's a clever concept that's rich with visual opportunities and the creative team seizes them all. From the perfectly stylized images of dusty potions and lotions, to the wickedly appropriate typeface against parchment-colored pages, no detail was left unchecked. Patients and dry skin were traded for old

brushes, scrubbers, and other crude itch-relief devices, driving home the message that patients need an alternative to their current "remedies." Each tactic is unique, while remaining beautifully and consistently branded — a real testament to the concept's "campaignability."

My compliments to the GSW team for flawlessly executing a unique idea and proving you don't need magical powers to do it.



Debbi Ciauro

For Debbi Ciauro, VP, Associate Creative Director, Altum, Parsippany, N.J., the Itchcraft campaign by GSW Worldwide is magical. Altum is a CommonHealth agency.

rich with visual opportunities...

