

# For Art's Sake

**R**ich content and bold images are the keys to success for the creative teams behind this month's selections. Industry experts have identified two ads and a Website that get straight to the point. Regan Campbell Ward's Gynecare ad explains what the drug treats in one powerful symbol. The ad's simplicity works well to communicate the problem ThermaChoice treats and allows readers to immediately identify whether this product is for them. Medicus NY has repackaged an empowering symbol that is synonymous with breast cancer. By taking the color pink and applying it to a pair of crossed boxing gloves, the group shows the reader that breast cancer has met its match. And the creative and Website development team at Mayo Clinic proves that clear, pointed content in an easy-to-navigate format is just as important to a brand as an image. These selections show that less is much more.



## Mayoclinic.com

Website: [Mayoclinic.com](http://Mayoclinic.com)  
 Client: **Mayo Clinic**  
 Debuted: **October 1996**  
 Agency: **Mayo Clinic (designed in-house)**  
 Editor in Chief: **Nicole Spelhaug**  
 Site designer: **Matt Walter**

Content is king, especially if the entity is the Mayo Clinic, with its reputation (read "brand") as one of the country's leading centers of healthcare excellence. In perfect consistency with that established brand, mayoclinic.com offers a wealth of content presented in an intelligent and interactive information structure that quickly brings relevant content to the surface for each unique user. Move the mouse over the home page's main navigation bar and there is an instant preview window of the page below, complete with live links to the content within — one click, and I was three levels into the Website. To personalize my content, I registered for My Health Interests by completing a simple check-box registration form. This created a password-protected personal page populated with

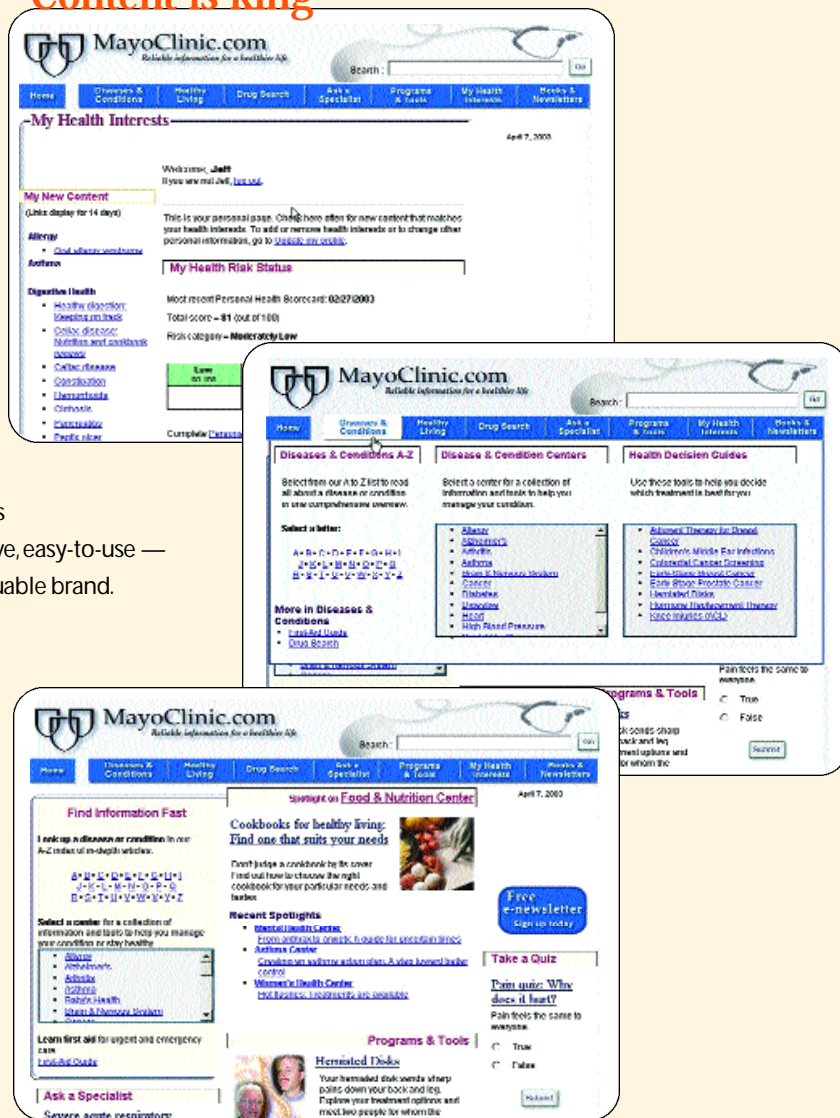
content specific to my interests (allergies, diet, and exercise, etc.). To further pinpoint information of value to me, I completed the Personal Health Scorecard, another short check-box survey that helped me identify personal health concerns and offered links to appropriate health management programs. MayoClinic.com is comprehensive, authoritative, easy-to-use — and is a great asset to a valuable brand.

*Content is a key asset of a brand, according to John Mauder, VP of creative services for the interactive unit at Harte-Hanks, a worldwide direct marketing company that delivers integrated, end-to-end solutions to leading pharmaceutical companies, as well as industry leaders in a range of vertical markets.*



John Mauder

## Content is king





## Arimidex

Brand: Arimidex  
 Client: AstraZeneca  
 Debuted: March 2003  
 Agency: Medicus NY  
 Creative Director: Ellen Gorczyca  
 Senior Art Director: Tom Lyon  
 Senior Copywriter: Peggy Fulton

Behold the power of pink. This ad made me stop. Then it made me smile. What an inventive way to harness the color that has become synonymous

with the battle against breast cancer to demonstrate how powerful and efficacious AstraZeneca's Arimidex can be in the fight to win. This ad is a true standout not because it does something incredibly creative, but simply



Meghan LaBonge

because it is so smart ... and that makes it incredibly creative. One of the primary tests of whether the work we do is as strong, imaginative, and compelling as it can be is this: Does it telegraph? Does it snare our target audience in those precious few seconds before they move on?

Before reading a single word of this ad, you think Fight Breast Cancer. You don't see a pink ribbon — you don't have to. By the time your brain moves on to the copy you are already conditioned to believe Arimidex works. Then the copy hits you right up front with the facts. It's a powerful ad that follows

## The Power of Pink

**Early breast cancer's newest opponent**

In the landmark breast cancer treatment study, ARIMIDEX significantly reduced the risk of breast cancer recurring compared with tamoxifen. In postmenopausal women with hormone receptor-positive early breast cancer, this month's treatment is significantly superior with tamoxifen. From this ongoing clinical trial, findings are based on study results from patients taking ARIMIDEX as treatment, following surgery with or without radiation for a median of 21 years. Further follow-up of patients will be required to determine long-term results, including side effects and overall survival.

**Additional findings**  
 Women taking ARIMIDEX had hot flashes, vaginal bleeding, weight gain, blood clot, stroke, and uterine cancer compared with those taking tamoxifen. However, women taking ARIMIDEX had a 50% rate of joint problems (vs. 33%), no fatigue, no, and wrist fractures, than women taking tamoxifen.

**Important safety information**  
 Do not take ARIMIDEX if you are pregnant because it may harm your unborn child. You should avoid breastfeeding while taking ARIMIDEX.

The most common side effects with ARIMIDEX treatment in the early breast cancer study are hot flashes (32% vs. 40%), joint pain (34% vs. 21%), weakness (17% vs. 12%), mood changes (17% vs. 11%), pain (14% vs. 10%), nausea and vomiting (11% vs. 11%), and sore throat (12% vs. 12%).

Talk to your doctor about

Once-daily  
**Arimidex**  
 anastrozole 1 mg tablets

through as cleverly as it starts. That's why I wish we did this ad.

According to Meghan LaBonge, executive creative director at RTC Relationship Marketing, Washington, D.C., this ad's simplicity is what makes it so smart.

## ThermaChoice

Brand: ThermaChoice, intrauterine treatment for menorrhagia (heavy menstrual bleeding)  
 Client: Gynecare, the women's health unit of Ethicon, a Johnson & Johnson company  
 Debuted: August 2001  
 Agency: Regan Campbell Ward  
 Creative Director: Brennan Ward  
 Art Director: Brian McIntosh  
 Copywriter: Dan Hassan

This ad tackles a difficult and tough-to-talk about problem. Using a simple visual device (giant red periods), the ad immediately connects to the problem and makes a clear point — there is hope and there is a solution. Most of the consumer medical advertising I see today contains confusing metaphors and inspirational photos on top of indirect messaging. I know what this ad is about and readers know right away if this product is for



Rick Robinson

them. It stands out and gets noticed. Using this approach, I could win every party Pictionary prize. Even the drawings that show the struggle, burden, and then triumph of the audience help draw the

reader in and let the ad tell its story.

And then the cherry on the sundae happens. The ad works so fast you know there are only nanoseconds between the time the consumer reads the ad to calling the number to find out more about Gynecare ThermaChoice.

Simplicity and directness make this ad memorable and effective. Great advertising does not have to be explained.

## A simple visual device

**Heavy Periods**  
 Can Control Your Life

Or You Can Control Them.

A simple 30-minute treatment can relieve the problem of difficult-to-manage, heavy periods.

Menorrhagia (men-or-ah-juh) is defined as excessive menstrual bleeding. More than 1 in 5 women around the world suffer with it. Yet, half of the women in the United States who experience menorrhagia don't seek treatment. Perhaps that's because they don't know about a simple treatment that has been proven to reduce their menstrual flow by 80% on average.

GYNECARE THERMACHOICE UTERINE BALLOON THERAPY treats the lining of the uterus. Studies show that it is a safe and effective treatment for an overwhelming majority of women. In fact, 96% of women remain satisfied with the results from the therapy after 3 years. It is a one-time treatment that only takes 30 minutes and requires no hospital stay. And, in most cases, women return to work or family commitments the next day. Like all medical procedures, use of THERMACHOICE involves risks. Ask your doctor if this treatment option is right for you.

1-888-GYNECARE  
[www.ControlHeavyPeriods.com](http://www.ControlHeavyPeriods.com)

GYNECARE  
 a division of ETHICON  
 Johnson & Johnson company

THERMACHOICE  
 Take Control of Heavy Periods

For Rick Robinson, managing partner at Strategic Domain, New York, this ad for ThermaChoice immediately connects to the problem and makes a clear point.