

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.



Adalat Oros

Brand: **Adalat Oros**
 Client: **Bayer**
 Title: **School Reunion**
 Agency: **McCann Healthcare, Sydney**
 Debut: **2003**
 Creative Directors: **Hugh Fitzhardinge/
 Grant Foster**
 Art director: **Grant Foster**
 Copywriter: **Hugh Fitzhardinge**
 Product Manager: **Richard Petrie**
 Photographer: **John Curnow**
 Planner: **Susan Oliver**

Have a look through the new RX Annual — a publication devoted to the best in healthcare and medical advertising and graphic communication in the world published by the Rx Club Award Inc. — and there's a vast amount of material, perhaps too much. It almost makes one's head spin. Thousands of ads packed with symbols, headlines, subheads, captions, visuals, graphics, logos, pills, and sign offs.

That's why we have chosen Adalat Oros, School Reunion, by McCann Healthcare, Sydney. The ad is simple, clear, upbeat, and communicates the point immediately. It has a light touch but with a hint of emotion. A factual headline — "School Reunion" — but it is also tongue in cheek. Above all, this ad obeys

the first rule: don't overcrowd the ad. You have to admit that this follows the rule to the letter.

According to Bruno Stucchi and Angelo Ghidotti, Creative Directors at Sudler & Hennessey, Milan, Italy, this Australian ad for Adalat Oros communicates its point immediately.

The First Rule



Angelo Ghidotti and Bruno Stucchi