

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.



Taxotere

Brand: **Taxotere**
 Client: **sanofi-aventis**
 Agency: **Harrison and Star**
 Debut: **2004**
 Art: **Alex Fishgoyt, VP ACD/Art**
 Copy: **Jane Harper, VP Group Copy Supervisor; Sara Lefever, Senior Copywriter**

The ideal balance of high tech and high touch



Perhaps the headline could work a little harder if it said more than what we already see. But that is a very tiny flaw in a very powerful combination of rational and emotional messages.

Not too cool. Not too warm. Just right.



Bill Lunsford

Bill Lunsford, Executive Creative Director, Dorland Global Corp., Philadelphia, says this creative team shows why Taxotere works through a single, elegant visual.

Science can be too cool; quality of life too warm. But this campaign is just right.

While we always strive to find the ideal balance of high tech and high touch, we don't always do it perfectly.

This team did, with a single, elegant visual that shows how and why Taxotere is a superior

chemotherapy. Oncologists can immediately recognize the survival benefit depicted by the Kaplan-Meier curve. Importantly, they can't separate that from the significant value to patients of more time with the people and places they cherish most.

Maxipime

Brand: **Maxipime**
 Client: **Elan Biopharmaceuticals**
 Agency: **5strong healthcare marketing & communications**
 Debut: **November 2003**
 Art: **N. Capanear**
 Copy: **J. Beausang**

Here's a campaign that has stopping power



tag line nails the brand's USP in two words. These ads have a sophistication not seen enough in pharmaceutical advertising and bring real "class" to this class of antibiotic.

Camille DeSantis, MT (ASCP), Executive VP, Creative Director, BioScience Communications and Edelman, New York, applauds the literal and figurative stopping power of the Maxipime knock-knock ad campaign.

For a healthcare ad that "I wish I'd done," I selected the campaign for Maxipime. Here's a campaign that has stopping power both literally and figuratively, given the indication of the drug: gram-negative and gram-positive infections

due to susceptible strains of indicated organisms. From a creative standpoint, both ads, which run on adjacent pages in the same journal, are a perfect example of how a concept should work. Copy and art meld together to drive a single message: when you see a gram-negative (red bacilli) or gram-positive (blue cocci) infection, Maxipime is the "Empirically appropriate" choice to eradicate the infection. Dramatic microscopic imagery has stopping power. The succinct, bold copy is crisp and clear.

I found it refreshing that these ads were so clean and uncluttered, which is particularly unique among antimicrobial ads. Additionally, it was equally as refreshing to not see a happy, smiley person with up-stretched arms or an equally hackneyed metaphor as the central imagery. Additionally, the logo contains iconography that directly parallels the microscopy in the ads, and the



Camille DeSantis