

For Art's Sake

Although each of this month's three notable ads approach the visual aspect of design differently, the common thread is the well-thought out use of strong graphic elements.

The cartoon GERD monster, which was developed by LM&P, playfully demonstrates the advantages of Wyeth's Protonix for the short-term treatment in the healing and symptomatic relief of erosive esophagitis associated with GERD. Similarly, Doctors + Designers has taken a light-hearted approach to communicate its corporate message, that health education is a brand's most powerful marketing tool. By using physician-jargon, Doctors + Designers cleverly highlights the gap between patients' reading levels and the materials they receive from their healthcare professionals. The LLNS team takes a slightly different, yet equally strong, visual direction. First the creative team used jumbled musical notes to connote the discord schizophrenic patients must feel without medication, then visually demonstrates how Geodon could produce a calm, soothing therapeutic outcome.



Protonix

Brand: **Protonix**
 Client: **Wyeth**
 Agency: **LM&P**
 Art Director: **Kevin McHale**
 Copy: **Cynthia Armstrong**
 Illustrator: **Bill Mayer**

Let's face it — physicians don't see erosive GERD as life-threatening or the relief of heartburn as rocket science. So it's entirely appropriate to take a light-hearted approach to promote Protonix, the proton pump inhibitor from Wyeth. And because GERD is an ailment that most often disturbs patients at night, the humorous and familiar graphic style of a children's book is a great grabber that works wonderfully with succinct copy.



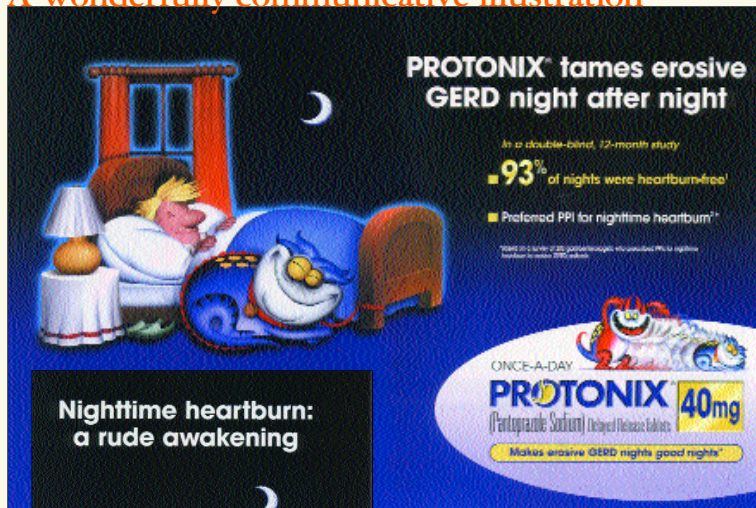
Rita Brett

The illustration is simply delightful. The painfully red demon of nighttime heartburn is bedeviling the poor patient, who is obviously up late because he can't sleep. The moon, the TV set, and the bottle of antacid on

the nightstand tell us everything we need to know about the situation while making us smile. And as with any story, we want to know how it will end.

The payoff comes in the form of another, wonderfully communicative illustration accompanied by a pithy headline that ties the product name to the benefit in one clear statement. Our patient is blissfully sleeping and the scary, red demon has been transformed into a cool, blue house pet — no threat to his nights. Even the logo and the tagline finish the ad off in the same smooth style. The active demon transforms to a benign, sleeping creature, and the play on words, transforming "GERD nights into good nights" is consistent with the playful but to-the-point effectiveness of the whole concept.

A wonderfully communicative illustration



Kudos to Kevin McHale and Cynthia Armstrong, the AD/CW team at LM&P who gave birth to this wonderful monster, and to illustrator Bill Mayer for his terrific execution.

Rita Brett knows a good ad when she sees one. That's why after years of developing successful

marketing campaigns with agencies in the New York metropolitan market, Adair-Greene brought her to Atlanta as senior VP/creative director for its health-care accounts.

Doctors+Designers

Brand: **Doctors+Designers Corporate Self-Promotion Ad**
 Client: **Doctors+Designers**
 Debuted: **2001**
 Agency: **Doctors+Designers**
 Creative Director: **Internal**

The first time I saw the hand-washing ad, I ripped it out and hung it on our board of notables. Usually, when it comes to medical work, we're looking at notably bad. But these ads are delightful — the message couldn't be clearer, and the delivery couldn't be more compelling.



Deborah Lotterman

The campaign has gotten even better over time. The soap-opera scenarios are discordant with the jargon-laden heads. And what appears almost as a lack of design is actually a

Compelling delivery



very purposeful use of space, clearly directing the reader right through the concept to the copy — a crisp, thoughtful argument for considering Doctors+Designers. One suspects the work they do for clients is as cogent as the marketing they do for themselves.

In our industry, too often a campaign is not a big idea, but a little idea with a big budget. This is a



tiny gem of an idea made big through clever and consistent execution. It's the sort of standard we're shooting for every day.

Deborah Lotterman, senior VP, creative director, LehmanMillet, a full-service healthcare advertising agency in Boston, says the Doctors + Designers' corporate ads are tiny gems made big.

Geodon

Brand: **Geodon**
 Client: **Pfizer Inc.**
 Agency: **Lyons Lavey Nickel Swift**
 Art Director: **Peter Jesse**
 Copy: **Todd Neuhaus**

I was immediately drawn in by the scribble graphic on the front page of this launch ad for Geodon, a drug for the treatment of schizophrenia. I almost didn't need to see the teaser line to know the product had to be for an antipsychotic agent as



Maryanna Zamiska

opposed to an antidepressant drug. The extreme frenzied quality of the line evokes strong reactions of rage, feelings of being trapped, and actual fear. It lets you feel the chaos and loss of control that must be in the minds of schizophrenic patients in a very simple and direct manner with extreme impact. The inside spread also pays off beautifully, as the scribble evolves into the calm, organized, and soothing musical notes

I was immediately drawn in

NEW ANTIPSYCHOTIC THERAPY

Now see the difference GEODON can make

GEODON efficacy across the dose range

- Controls overall psychopathology in the acute phase*
- Improves positive symptoms**
- Improves negative symptoms**
- Reduces risk of relapse at 1 year*

GEODON tolerability

- Low incidence of EPS
- Weight-neutral profile
- Low incidence of prolactin elevation*

NEW GEODON
 ziprasidone HCl
 See the difference

that denote a successful therapeutic outcome.

For Maryanna Zamiska, managing partner, MDC, and president, MD Communications Healthcare Advertising, New York, this Geodon ad hits the right note.