

# 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 that dare to be different. PharmaVOICE is pleased to give these vanguards their due recognition.



will save lives

Motivating communication that



## Colon Cancer Awareness

Cause: **Colon Cancer Awareness**

Organization: **American Cancer Society**

Agency: **TG Madison**

Debut: **February 2005**

Creative Director: **John Carter**

Art Director: **Stewart Eastep**

Copywriter: **Paige Bryars**

Account Director: **Talley Hultgren**

Executive VP, Media Director: **Jeff Abbott**

Media Supervisor: **Amanda Becker**

tion that will save lives. What industry award can beat that?

*The link of the rational and emotional is what makes this ad stand out, according to Suzanne Gaby-Biegel, Executive VP, Chief Creative Officer, at Altum, Parsippany, N.J., a full-service professional healthcare advertising and promotion company and unit of CommonHealth.*

This ad is powerful despite showing a patient in a doctor's office — one of the most common visuals in all of pharmaceutical advertising. A woman sits on an exam table in a gown and socks (is there any attire that makes one seem more vulnerable?), looking apprehensively toward the doctor. The line is "Keep talking to your patients about colon cancer screening. So you won't have to talk to them about colon cancer."

The image and the copy hit just the right tone; doctors may not talk enough about screening, but there's no accusation. The ad does what we, as marketers, always want to do: link the rational and emotional. It taps right into that dread of giving very bad news — indescribably worse than the discomfort of a cancer screening conversation. The reader feels for this appealing woman — and for the doctor who

has to tell her ... what? Devastating news? Or only that it's time for screening?

The ad is successful because it makes what the doctors are being asked to do an easy choice. The best work in our field is this type of motivating communica-



Suzanne Gaby-Biegel

## CALL FOR ENTRIES

**For Art's Sake** — This is your chance to have your creative **VOICE** heard!

We invite **CREATIVE PERSONNEL** from the healthcare advertising, medical-education, public-relations, and communications communities to choose an advertisement, medical-educational program, or public-relations campaign that was produced by another agency/company and highlight in a 100-word to 200-word letter as to why the ad or campaign is notable or memorable.

In addition, we include a photograph of the executive submitting the campaign for publication in the department. We also include a graphic of the ad or campaign being reviewed. Campaigns are not limited to current executions; they can include tactics that have withstood the test of time, that broke new ground, or that remain memorable for a variety of reasons.

**Guidelines:** Submit a 100-word to 200-word letter as to why the ad or campaign is notable or memorable. Include your name, company affiliation, e-mail address, and a jpeg photo of yourself and the creative being showcased.

**Participation:** Open to anyone involved in pharmaceutical marketing.

**Submission:** To have your VOICE heard please send submission to [feedback@pharmavoice.com](mailto:feedback@pharmavoice.com).

Pharma**VOICE**

**Read. Think. Participate.**

