

For Art's Sake

The ads featured in this month's department all speak to debilitating disease states through powerful copy, imagery, and design techniques.

Junction 11 Advertising's Risperdal print series provides striking images with strong copy to give the reader a glimpse into the world of a schizophrenic.

iDeutsch also tackles mental illness with its Website for Zoloft. By blending an easy-to-use resource for patients and physicians with clean design and calming colors, iDeutsch provides a valuable resource for visitors.

In addition, Dorritie & Lyons' classic print campaign for Feldene begets an instant communication through the elegant use of hands signing the name of the arthritis product. The visual gives the viewer a glimpse of the relief Feldene patients can experience.



Risperdal

Brand: **Risperdal**
 Client: **Janssen-Cilag**
 Debut: **1997**
 Agency: **Junction 11 Advertising**
 Creative Directors: **Richard Rayment and John Timney**
 Art Director: **John Timney**
 Copywriter: **Richard Rayment**
 Account Director: **Bob Elton**
 Photographer: **John Ferrara**

In this age of quick sound bites and ever-shortening attention spans, how refreshing to come across dynamic, memorable imagery created in large part through words.

Now don't get me wrong, a number of spectacular ads have no copy at all. (Well, not so many in healthcare.) But for all the directness of snappy two-word headlines and the quaintness of cuddly, target-organ characters, nothing is more satisfying

for me than seeing a brilliant concept, rich in well-crafted copy.

With that in mind, this is just one of the gems in the series created by Junction 11 for Janssen-Cilag in the United Kingdom. The product, Risperdal, is for schizophrenia. Each

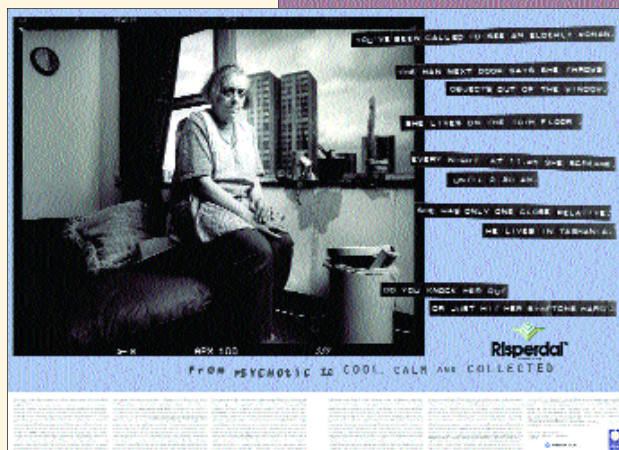
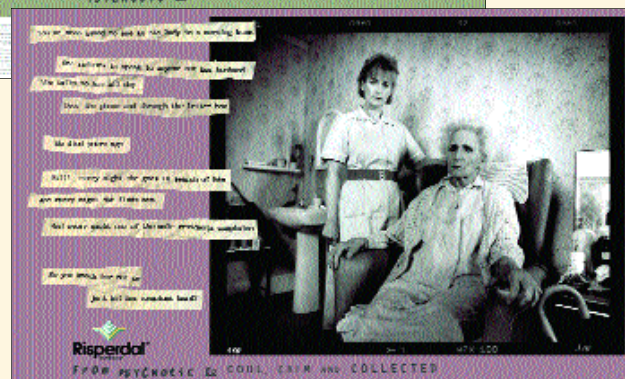
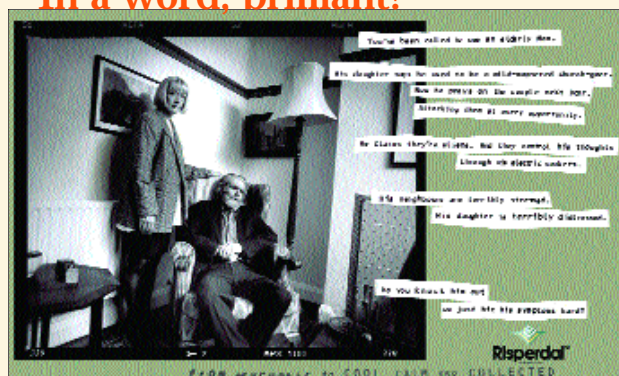
visual in the series is striking and powerful on its own. But the language is what draws me in, shows me the disturbing world of schizophrenia, and then encourages me that a solution is at hand.

The words themselves illustrate each story through gripping typography that signifies the erratic nature of the disease and the calm that comes with Risperdal. Problem, solution, patient case, caregiver profile, physician, and product as hero — all at once — and the ads still work. This is not just great advertising; it's powerful storytelling.

To the creators of this campaign and to their clients I have one last word: amazing.

Gerry McLaughlin, a managing partner and creative director of copy at CDM Princeton, Princeton, N.J., believes that Junction 11's Risperdal print campaign is a brilliant concept, rich in well-crafted copy.

In a word, brilliant!



Zoloft.com

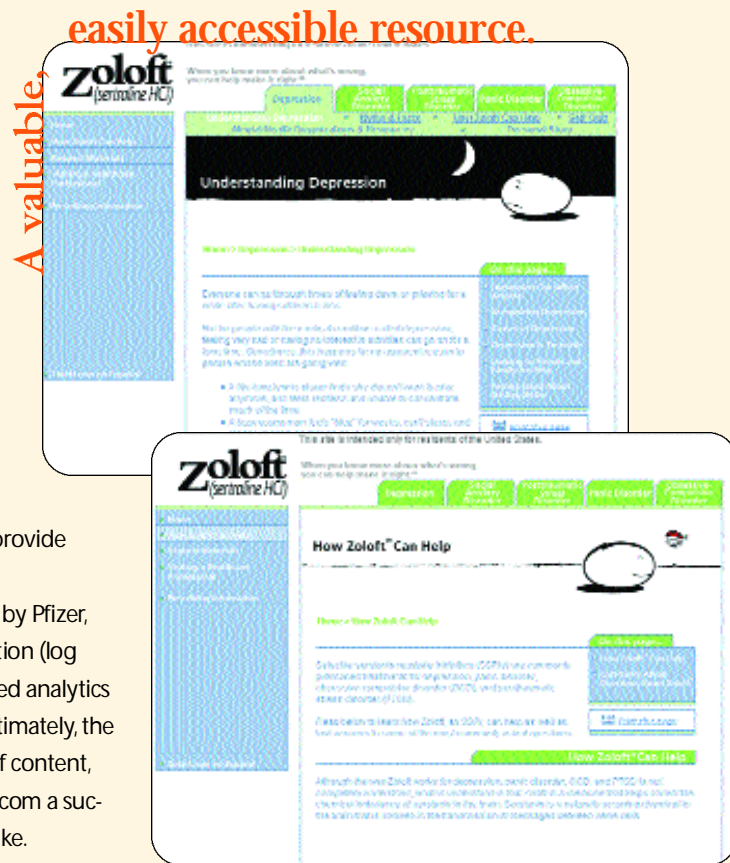
Website: **Zoloft.com**
 Client: **Pfizer**
 Debut: **N/A**
 Agency: **iDeutsch Inc.**
 Creative Director: **Ingrid Bernstein**
 Associate Creative Director (Art): **Eddie Pak**
 Copywriter: **Lawrence David**
 Senior Producer: **Jan Thompson**
 Producer: **Alex Minkow**

features and, when combined with the clean design aesthetics (i.e., sedate colors) and aggressive navigational menus, creates a valuable, easily accessible resource.

Zoloft.com is supported by simple illustrations that subtly manifest the brand's identity even while providing educational materials —and printer-friendly content — for site visitors. Users are able to obtain free information kits, link to mental health organizations, and peruse personal accounts that provide hope to affected individuals.

This branded Website, sponsored by Pfizer, allows for passive information collection (log files, cookies, etc.) that supports related analytics while maintaining privacy criteria. Ultimately, the site is an understated combination of content, imagery, and color, all making Zoloft.com a success for marketers and site visitors alike.

Jose D. Sorreta, creative director of Mindspan, an interactive brand promotion and physician-learning



company, says the Zoloft Website is an effective blend of aesthetics and branding.

Balancing the gravity of mental illness with the

levity of the Web environment is no simple task for a creative team. Thus, the calming effect achieved with the Zoloft.com Website is a welcome approach for patients and families dealing with depression. The product's mascot is applied throughout to define the site's content



Jose Sorreta

Feldene

Brand: **Feldene**
 Client: **Pfizer**
 Debut: **1985**
 Agency: **Dorritie & Lyons**
 Art Director: **Mike Lyons**
 Photographer: **Al Francevich**
 Copy: **Bill Brown**

what drew me into this execution. Yes, the layout is elegant, the type is bold, and the use of space is powerful. However, the instant communication came from the hands signing the name of the brand responsible for this exuberance and freedom. Its purity remains quite impressive.

The single-mindedness of the message should be the key driver of our work. The soul of the brand must be evident in a flash — just as the soul of Feldene was evident in the powerful hands graphic. Relief, flexibility, and comfort are take-away reasons to believe that Feldene is working hard. To me, the fact that this patient is communicating — celebrating — a pain-free interval speaks volumes.

Clarity of message and purity of execution are benchmarks to strive for no matter what we are promoting. They are the elements that will stand

The soul of the brand.



the test of time and continue to inspire and touch us on a very personal level.

According to John Spetrino, executive VP, chief creative officer, for Thomas Ferguson Associates, a CommonHealth company, located in Parsippany, N.J., single-mindedness of the message should be the key driver of creative work.

I remember first seeing this classic several years ago. From a personal perspective, I am well aware of how debilitating joint pain can be and how

difficult it is for the victim to be upbeat and positive. A family member of mine, who was inflicted with severe arthritis, seemed always on edge whenever a flair-up occurred. To think of shaking that person's hand seemed impossible.

I guess the relevance is



John Spetrino