

For Art's Sake

Creativity in the pharmaceutical industry involves more than just a pretty picture and some clever words. The development of an impactful, and successful, creative campaign starts with good strategy. This month, Abelson-Taylor's Hytrin Balloon campaign was identified by two healthcare advertising creative executives as having a good, strong strategy and an equally strong creative effort. At the time of its debut in 1993, the Hytrin Balloon campaign was considered ground breaking. Today, the ad still resonates with creative directors as an example of simplicity and power.

The other two ads featured this month are ads that have withstood the test of time. The Sudler & Hennessey Bentlyl ad and the Medicus Demulen ad are considered "timeless" in their execution by today's creative executives. Both of these ads have something in common: simplicity and clever execution.



Hytrin

Brand: **Hytrin - Balloon Ad**
 Client: **Abbott Laboratories**
 Debuted: **1993**
 Agency: **Abelson-Taylor Inc.**
 Art: **Stephen Neale**
 Copy: **Jeff Chouinard**

The Hytrin Balloon is the "Ad I Wish I'd Done," says Jeff Lipman. The borrowed interest is a simple and telegraphic approach for BPH. Every detail of the imagery, from the color and shadow to the highlights, was meticulously thought out. The payoff headline, "Free the Flow" works in harmony with

the imagery of the clear flow of water depicted in the visual. The headline leads the eye to the logo and tag line, "For Fast, Effective Relief." The copy likens the drug therapy to a solution as simple as releasing the clothespin seen



Jeff Lipman

on the cover panel. This ad is an example of problem/solution minimalism at its best, proving that less truly is more memorable.

For Jeff Lipman, VP, creative director, Catalyst Communications Inc., South Plainfield, N.J., Abelson-Taylor's clean, fresh approach inspires agencies and clients to develop their own Hytrin Balloons.

Quick. Smart. Relevant. Memorable.

The Hytrin balloon embodies all of the classic branding and marketing characteristics ... and more. I first remember hearing about this advertisement in the halls of Torre Lazur, then Salthouse Torre Norton. Although that was years ago, I vividly remember the buzz the ad created.

I was, and still am, impressed by the simplicity and power of the concept. The bright red balloon with a hand relieving the pressure speaks clearly to the solution, while the headline works to solidify the message. With this concept, the creative team managed to symbolize the disorder and depict the patient's distress in a memorable, icon-like graphic



Scott Watson

... an accomplishment Abelson-Taylor is now famous for.

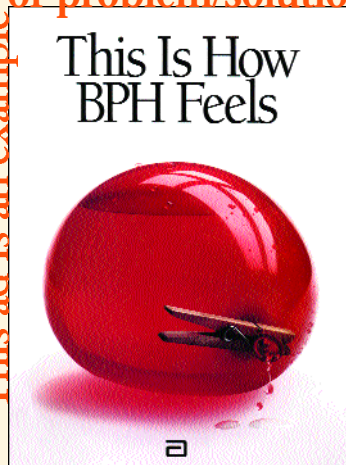
As an art director, this is the type of advertising I strive to emulate. As the creative director, this is the level of creativity and branding I encourage my entire department to achieve. I applaud Abelson-Taylor for its ability

to consistently produce such strategic, creative campaigns.

Scott Watson, VP, creative director, Torre Lazur McCann Healthcare Worldwide, Parsippany, N.J., encourages his department to achieve the level of creativity and branding depicted by Abelson-Taylor Inc.'s Hytrin balloon.

of problem/solution minimalism at its best.

This ad is an example



Bentyl

Brand: **Bentyl - Slinky Ad**
 Client: **The Wm. S. Merrell Co.**
 Debuted: **1954**
 Agency: **Sudler & Hennessey**
 Art: **Herb Lubalin**
 Copy: **Don Clark**

Timelessness ... the test of all great ads. And this one surely passes the test. After almost 50 years, the Bentyl Spasm ad is still current, effective, and delivers tremendous impact.

The ad is really the epitome of less is more.

The metaphor of the slinky simply communicates the benefit of Bentyl, and nicely balanced copy says just enough but not too much.

Herb Lubalin crafted Don Clark's copy so that it becomes art. A balance of white space and the lack of interfering elements allowed Mr. Lubalin to set the type so large that it is impossible to miss the message. The headline leads the eye across the layout to the core visual idea and then vertically on to the long copy and the dosing information.

Simple, to the point, and elegant.



The Bentyl Spasm ad is what all pharmaceutical ads should be: simple, to the point, and elegant.

Abby Mansfield and Bill Dutton, VP, creative directors, at Topin & Associates Inc., a Chicago-based healthcare advertising agency, identify Sudler & Hennessey's Bentyl Slinky ad as passing the test of time. They say the Bentyl execution is an example of what all pharmaceutical advertising should be: simple, to the point, and elegant.



Abby Mansfield and Bill Dutton

Demulen 1/35

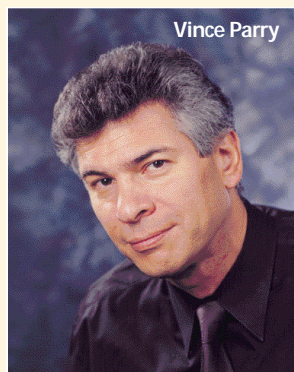
Brand: **Demulen 1/35 - Contender**
 Client: **G.D. Searle & Co.**
 Debuted: **NA**
 Agency: **Medicus**
 Art: **John Hegquist, Caroline Cooper**
 Copy: **Steven Gold**

enough to represent a sperm, but with a whimsical appeal that elevates the visual to become something bigger — a personality with which we can identify. The copy, which is borrowed from one of the most endearing scenes in an American film, coopts the plight of Marlon Brando's character, creating a context that is both familiar and new. We recognize how noble efforts often can be frustrated by a more formidable force in life. Yet, here, we are

made to realize that this force is Demulen. The juxtaposition provides a bold new way to think about efficacy in an oral contraceptive — one rendered simply enough to stay in our hearts, and therefore in our minds.

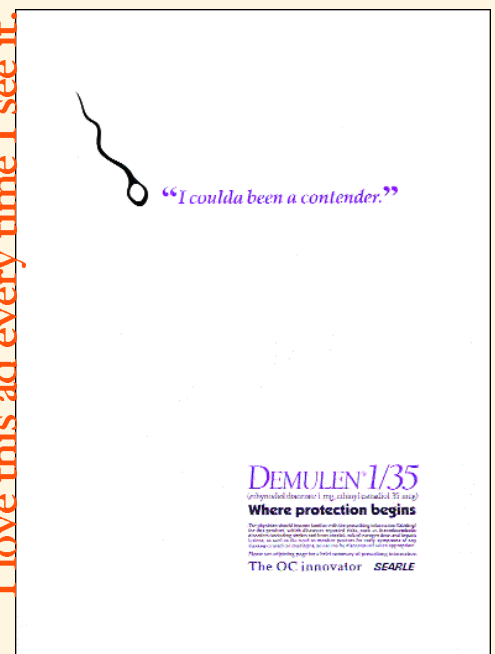
I love this ad every time I see it. Rather than just telling a story, it accomplishes what every ad should: it creates a relationship between the brand and the viewer. Too many ads are so literal and overstocked with information that the message gets sent, but without the emotional force that imprints a reader with empathy and desire. Ads should transfer enthusiasm. This one delivers.

Copy and art work so well as a team that the value of each is found only in relation to the other. The spare black squiggle is clear



For Vince Parry, executive VP, chief creative officer, Sudler & Hennessey, a full-service,

I love this ad every time I see it.



healthcare advertising agency based in New York, the Demulen ad tells more than a story, it creates a relationship between the brand and the viewer.