

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.



Crestor

Brand: **Crestor**
 Client: **AstraZeneca**
 Debut: **May 17, 2004**
 Agency: **The Quantum Group**
 Senior VP, Creative Director: **Bob Adsit**
 Senior VP, Associate Creative Director: **Tom McDonell**
 Senior Art Director: **Gina Pettaris**
 Associate Creative Director (copy): **Andy Goodman**

Why do I really like Crestor's television ads? Well, honestly, because I've always really liked Lipitor's TV ads. They've been successful on a creative and strategic level for a long time. So I've had to ask myself, "what would I do if I ever had to advertise the competition?"

I think Crestor deserves a nod for finding a smart answer. Rule No. 1 when competing against a strong campaign: don't imitate it. While Lipitor is tonally and strategically dark, Crestor's ads are brightly reassuring (though the music tells you

tongue is firmly in cheek). But more importantly, the approach is refreshingly empathetic. Instead of lying in wait for the average person to fail his or her cholesterol test, Crestor uses a catchy nursery-

rhyme cadence to describe the plight of a mythical person who's doing everything right but still needs some help. This light-hearted tone must be a welcome departure from the negativity and self-blame that surrounds the very idea of "bad" cholesterol. Meanwhile, a palette of sunny colors helps reinforce a feeling of optimism — not to mention Crestor's branding.

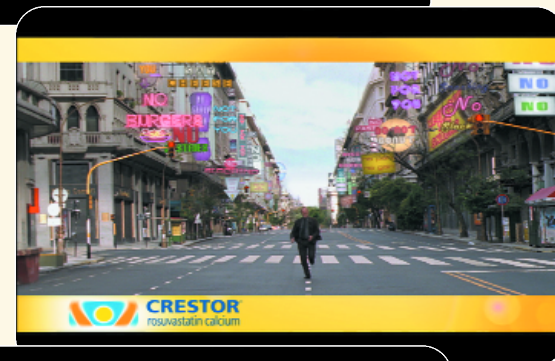
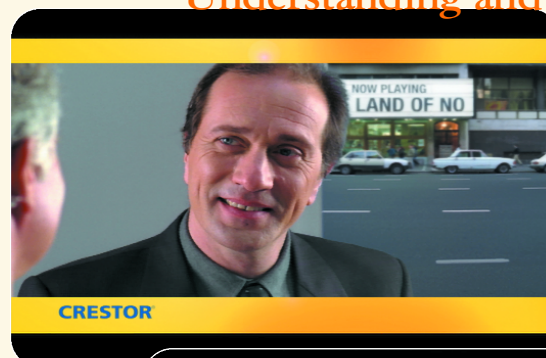
Of course, heart health is serious business. And I suppose there's a risk that Crestor's cheery low-cholesterol world could be seen as too flippant for the category. But I have to believe that in an often dull (or worse yet, frightening) world of doctors' waiting rooms and dry medical literature, it must be a relief for a person with high cholesterol to feel it's okay to have a sense of humor and hope for a simple answer.

Besides, there's nothing wrong with sending out a single, clear-minded, empathetic message. If you're doing everything you can to lower your cholesterol but it's just not enough, Crestor can help, not by celebrating your downfall, but by being understanding and uncomplicated — just when you need it most.

According to Lisa Garrone, Senior VP, Group Creative Director, at Deutsch NY, the light-hearted tone of Crestor's ads is a welcome departure from the negativity surrounding bad cholesterol.

Understanding and

uncomplicated



Lisa Garrone