

# 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.



## Oncaspar

Brand: Oncaspar

Client: Enzon

Debut: October 2006

Agency: Interlink Healthcare Communications

Art: Jon Male, Creative Director, Art & New Media; John Boyle, Senior Art Director; Ron Lewis, ACD, Art

Copy: Dave Renner, Creative Director, Copy; Tracy Zuto, Senior Copywriter; Elizabeth Hooker, ACD, Copy

It's not easy finding great creative in oncology. Despite the emotionally charged nature of this disease category, data dominate the ad space. Peruse the current issue of the *Journal of Clinical Oncology* and you'll find that Kaplan-Meier curves have become the standard core visual of most oncology ads.

But the truth of the matter is that oncology brands deserve so much more than data-driven ads; they demand great and compelling creative. The serious nature and

situational reality of the oncology disease category requires a higher level of creativity that taps into the rational and emotional needs of the audience. Creative in the cancer ad space must strike the right note — with relevance and vitality.

The Oncaspar ad achieves this brilliantly. The powerful humanity expressed in this campaign has stopping and staying power. It grabs your attention

and leaves a lasting impression. Its simple and provocative headline, "There is no room for compromise" beautifully captures the situational reality of treating a child with cancer. The meaningful symbols of greater than and less than further emphasize the urgency of selecting the right anti-leukemic agent. Bravo to the Oncaspar creative team.



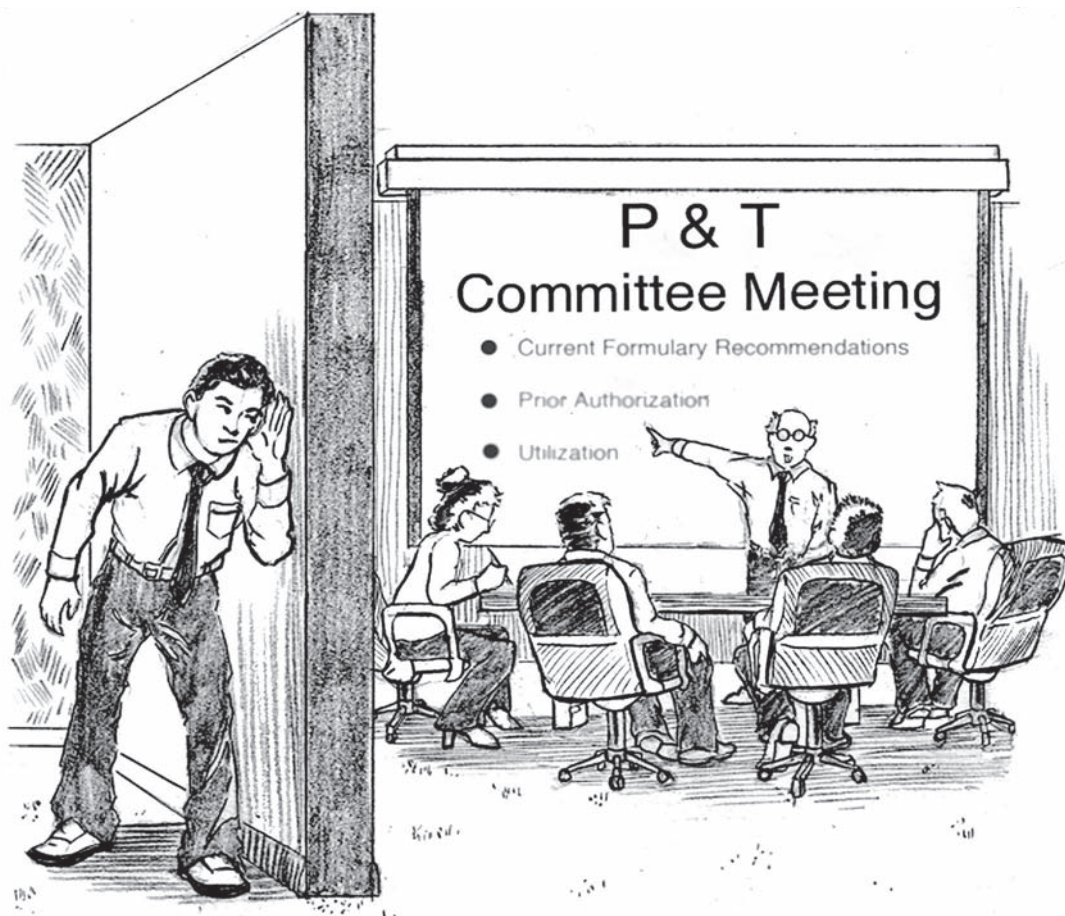
Diane Iler-Smith

a lasting impression.

Grabs your attention and leaves

For Diane Iler-Smith, Executive VP, Chief Creative Director, Altum, part of CommonHealth, Parsippany, N.J., the powerful humanity expressed in this campaign has stopping and staying power.

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- Develop a marketing strategy
- Prepare for reviews before they happen
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Don't mistake this for a "mock P&T" — PTP is modeled after health plan P&T committees in several ways: it's mainly comprised of practicing physicians with only a few payer executives, reviews are performed objectively from publicly available sources without sponsor input and the committee is blinded to the sponsor. Sponsors receive all the background financial and clinical analyses including investigator recommendations prior to the meeting.

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