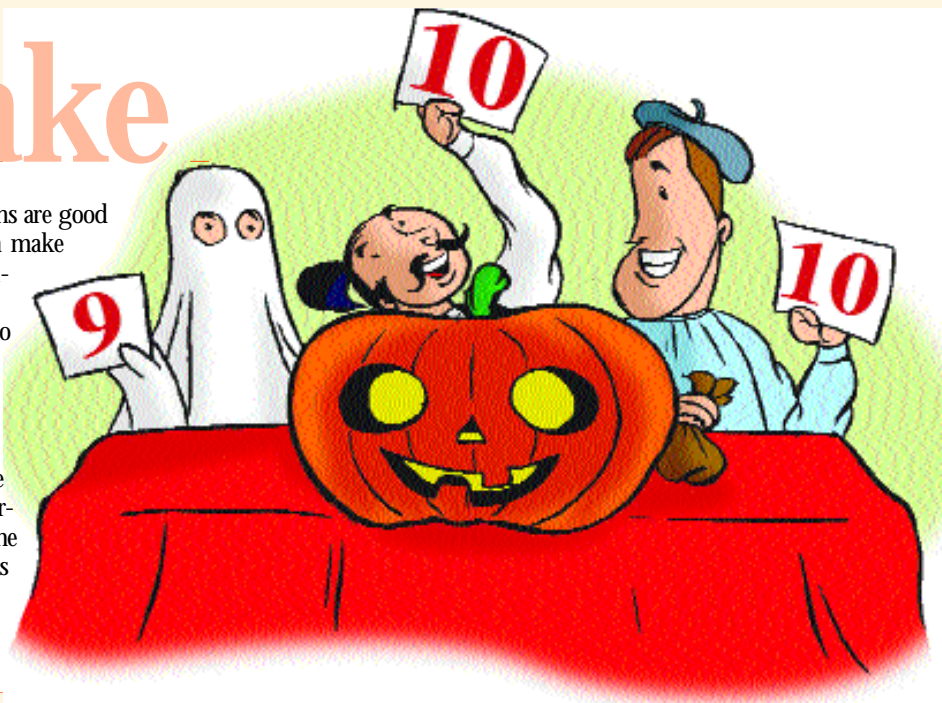


# For Art's Sake

**T**his month's selections of creative healthcare executions are good examples of how innovative and solid branding can make the product memorable to its audience, whether that audience is consumer or physician based.

The Tylenol series of advertisements, developed by Ginko Saatchi & Saatchi use humor to convey the message of headache relief. These ads were found to be "wickedly topical," thus making them memorable to the public.

The Celebrex campaign, developed by Leo Burnett Chicago, is equally memorable but for other reasons. By using the root "cele" from celecoxib, the active compound in Celebrex, co-marketers Pharmacia and Pfizer have created a memorable brand name and the foundation for the ad campaign. They created a name that is easily recognizable by physicians and a catchy execution that appeals to patients who suffer from osteoarthritis, adult rheumatoid arthritis, acute pain, and primary dysmenorrhea.



## Tylenol

Brand: Tylenol

Client: Johnson & Johnson

Agency: Ginko Saatchi & Saatchi, Montevideo

Art Director: JC Rodriguez, G. Lopez

Copywriter: R. Roman, R. Barthaburu, L. Gomez

There are many times in healthcare advertising when humor is not appropriate, but for every ad that misuses humor there are hundreds of others that have wasted the opportunity to elicit a chuckle or to add a touch of irony. Humor is one of the most underutilized tools that we have.

Humor is a powerful tool.

Because of its rarity alone humor stands out. But more than that, humor can be engaging — and what readers engage with they find memorable. (Think how many people you know

who can quote from "Seinfeld"!)

This beautifully understated campaign for Tylenol is an example of advertising at its best. It's quick. It's funny. It says headache. It says Tylenol. I get it and I'm going to remember it.

Furthermore, I'm going to look forward to the next ad in the campaign because each execution is so wickedly topical.

*According to Shirin Bridges, creative director at Lena Chow Euro RSCG, a Palo Alto, Calif.-based health-care advertising agency, this campaign for Tylenol uses humor to its fullest, conveying the message in a topical and memorable way.*

**It's quick. It's funny. It says headache.**



Shirin Bridges

## Celebrex

Brand: Celebrex  
 Client: Pharmacia and Pfizer  
 Debuted: August 2001  
 Agency: Leo Burnett Chicago  
 Art Director: Marlene Marino  
 Copywriter: Kevin Moriarty,  
 John Sapienza  
 Photographer: Joel Baldwin

Mark Skoultchi



I don't know who has better cause to celebrate: the patients who take Celebrex; the physicians who prescribe the drug; or the product managers at Pharmacia/Pfizer responsible for the simple, yet emotive "C'mon and Celebrate" campaign.

As a brand name development firm, Catchword is inclined to evaluate advertising from a textual basis. For us, a successful campaign is often one

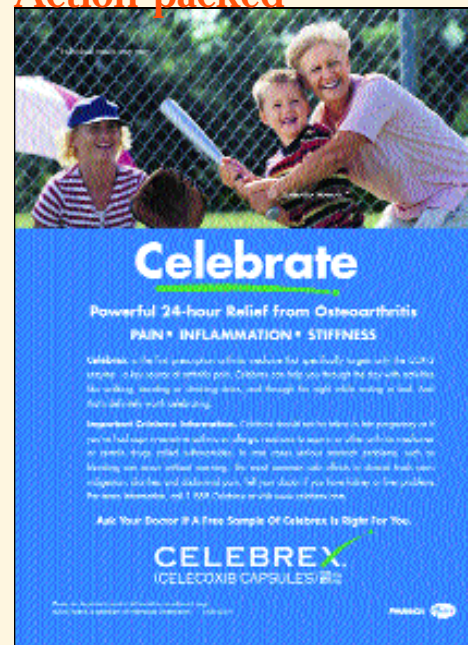
that skillfully uses verbal communications to deliver brand messages. Our hats are off to the folks at Pharmacia/Pfizer for developing a campaign that uses just one word to communicate so many key messages.

Celebrate: Not only is the word a call to action for patients suffering from arthritis pain, its similarity to Celebrex is a memory hook for doctors and patients alike. For patients, the consistent use of the word part "cele" in both "Celebrex" and "Celebrate" helps to establish a bridge between the product and a sense of wellness, activity, and happiness. The two words blur into each other as Celebrex becomes virtually synonymous with Celebration. Even the tag line, "Celebrate Celebrex" serves to reinforce the phonetic hook. Here, text takes center stage, and the image, of a grandmother helping her grandson swing a baseball bat, merely supports the word and the brand message it's delivering.

For doctors, this brand campaign provides multiple hooks. The Celebrex/Celebrate link designed for patients will certainly resonate with doctors as well. But perhaps more importantly, this brand reminds doctors of the primary drug compound, celecoxib, in the medication. In our work, we strive to find brand names that help minimize prescription confusion, and Celebrex is an ideal example of how good brand marketing can make life easier for doctors.

While the advertising isn't flashy, it is effective. Usually, the most impactful and enduring branding campaigns are the simplest, and "Celebrate Celebrex" is a wonderful example of such a

## Action-packed



campaign. The message is direct, unique, easy to understand, and relevant. It speaks to both the patient and professional communities, and all other brand-building efforts work to support the core messaging — including a very catchy jingle. Be honest: who hasn't hummed a few bars of "Celebrate, Celebrate, C'mon and Celebrate"?

*According to Mark Skoultchi, managing director of Cambridge, Mass.-based Catchword Branding, a brand-name development firm that works with small and large pharmaceutical companies, this ad campaign for Celebrex is an ideal example of good brand marketing.*

## We Want Your Input: What Works and Why?

In addition to continuing to cover a review of advertising campaigns, as selected by the creative community, PharmaVOICE is broadening the scope of its **For Art's Sake** department to include submissions for medical education and public relations executions. The premise remains the same, "Ads or campaigns we wish we would have done!" or "An ad or campaign to be proud of!" from the creative perspective — art and copy.

We are **inviting 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, broke new ground, or remain memorable for any variety of reasons.