

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.



Pfizer Corporate Ad

Client: **Pfizer Inc.**
 Brand: **Corporate Identity**
 Debut: **1977**
 Agency: **Sudler & Hennessey**
 Copywriter: **John Lally**
 Art Director: **Mike Lyons**

The highest calling of an ad is to move people to ponder unforeseen possibilities. This was done well by a 1977 ad for Pfizer.



MICKEY MCDERMOTT

This corporate identity ad created by John Lally and Mike Lyons (then at Sudler & Hennessey) featured a striking illustration of silent movie icon Rudolph Valentino, who died of pneumonia at 31 years of age at the height

of his stardom. The headline read: "Today, we could have saved his life for the price of a matinee."

This ad is great because it didn't lead with something expected such as, "Pfizer has introduced more life-saving advances..." Instead, it encouraged readers to imagine what might have been. Another sequel in a sense, to "The Sheik," Valentino's voice in talking pictures, and many other delights that would've been possible had a miraculous drug called penicillin been there.

This classic work reminds us that a pharmaceutical ad can be as moving and as memorable as any other. And that's a lesson worth many times the price of a matinee.

Today, we could have saved his life



Mickey McDermott, Senior VP, Creative Director at CommonHealth's Ferguson, Parsippany, N.J., showcases a classic ad that moves people to ponder unforeseen possibilities.

THE TROPHY CASE

Physicians and the Association of Medical Publications honor excellence in medical journal advertising.

The November issue of PharmaVOICE will contain additional coverage of **The Doctors' Choice Awards**, including the list of winners by category, advertising agency, and marketer, as well as interviews with the winning brand and agency teams. Winning Campaigns (in alphabetical order):

- | | | | |
|--|--|--|---|
| ▶ AndroGel
Marketer: Solvay/Unimed | ▶ Ferlecit
Marketer: Watson | ▶ Pediarix
Marketer: GlaxoSmithKline | ▶ Risperdal
Marketer: Janssen |
| ▶ Cipro XR
Marketer: Bayer | ▶ Lantus
Marketer: Aventis | ▶ Pentasa
Marketer: Shire/Roberts | ▶ Seasonale
Marketer: Duramed |
| ▶ DUAC Topical Gel
Marketer: Stiefel | ▶ Lovenox
Marketer: Aventis | ▶ Relpax
Marketer: Pfizer | |
| ▶ Enbrel
Marketer: Wyeth/Amgen | ▶ Neulasta
Marketer: Amgen | ▶ Restasis
Marketer: Allergan | |
| ▶ EpiPen2Pak
Marketer: Dey | ▶ Neurontin
Marketer: Pfizer | ▶ Rhinocort Aqua
Marketer: AstraZeneca | |

