

# For Art's Sake

**T**his month's highlighted DTC creative execution for TAP Pharmaceuticals' Prevacid was designed to incite patient action. By bringing the disease state down to a personal level, the overall use of a "duality" approach to communicate the message is designed to make the TV viewer, the patient, feel comfortable enough to speak to a physician about his or her condition, but more importantly, ask about Prevacid during the visit.



## Prevacid

Brand: **Prevacid**  
 Client: **TAP Pharmaceuticals**  
 Agency: **Merkley Newman Harty/Partners**  
 Debut: **April 2003**  
 Executive Creative Directors: **Andy Hirsch, Randy Saitta**  
 Creative Directors: **Kirk Mosel, Jonathan Isaacs**  
 Art Director: **Andy Hirsch**  
 Copywriter: **Andy Hirsch**  
 Agency Producer: **Chris Cocco**  
 Production Company: **The Story Companies, Chicago**  
 Director: **Ali Selim**  
 Music Stock: **APM**  
 Editor: **Lin Polito, Version 2 Editorial**  
 Visual Post Effects: **Kieran Walsh, Liquid Light**  
 Producers: **Corinna Sutherland Roth, Frank Devlin**  
 Sound Design: **Ona Bernini**  
 Audio Mix: **Bob Giammarco, Audio Engine**

## A Dual Approach



brand. The challenge for DTC advertisers is to gain control of what happens at the point of prescription — and this is where technique really pays off.

The spot uses a split-screen, a vertical line that divides the world into two halves. Here we see the duality of reflux/relief, word/image, and literally, prevent/acid. These elements contract to form the brand name Prevacid to help patients remember what to ask for at that critical moment in the doctor's office. The halves of the screen also appear to be dipped in the healthy (GI tract) pink and soothing teal brand colors, reinforcing a warm, approachable brand image.

Overall, these appealing visual devices work on two levels by making viewers feel comfortable about talking to their doctor, and more importantly, about asking for Prevacid, which, in the end, seems a not-so-bitter pill to swallow.

*The appealing visual devices of the Prevacid TV campaign work for Dave Renner, VP, creative director, copy, at Interlink Healthcare Communications, Lawrenceville, N.J., a part of the Lowe Healthcare*

*Worldwide network, a division of the Interpublic Group of Companies.*

## Pardon Us ...

In the September issue of *PharmaVOICE*, Ben Ingersoll, senior VP, associate creative director, copy, at Cline Davis & Mann Inc., was listed as Beth Ingersoll. *PharmaVOICE* apologizes for the error.

There is a kind of duality in every conflicted, symptom-ridden consumer: Should I continue to

suffer or should I act?

This TV spot for Prevacid offers a simple argument for seeking professional help.

Showing up is only half the problem, though. In a well-developed market such as acid reflux, the script could go to another



DAVE RENNER