

For Art's Sake

Each month, this department pays tribute 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 that think out of the box and clients that dare to be different. PharmaVOICE is pleased to give these vanguards their due recognition.



Requip

Brand: **Requip**

Company: **GlaxoSmithKline**

Debut: **February 2002**

Agency: **Junction 11**

Art Director: **John Timney**

Creative Directors: **Richard Rayment and John Timney**

Photographer: **Bob Wing**

Copywriter: **Richard Rayment**

I know, I know, the ad was done overseas, and marketers don't have the restrictions we have here ... blah, blah, blah. But this campaign is so damned good.

Every time I look at this ad, it makes me proud to be in this profession. The advertising agency that developed this campaign — as it has done with other campaigns — understands what is really going on.

The agency knows how to captivate the audience through simple and understandable language and imagery. While the idea is brilliant, it is the perspective that makes the ad so powerful; it allows you to see the helplessness of the patient and the look of despair in the eyes of the

caregiver. There is not a lot of clutter, nor should there be. The focus is right where it should be: on the people the disease affects.

This ad campaign works in many different ways but mostly because it makes me quickly realize how debilitating this disease is and how it affects not only patients but everyone else around them.

The copy is very clever, as well as clean and easy to understand,

and the lighting and tone of the photography add to the emotion.

I think as executives at advertising agencies in the United States, we need to start adopting this type of creative formula more often. It works, and it wins; and I wish I had done it.



Scott Watson

This campaign makes me proud



to be in this profession.



Scott Watson, Executive VP, Chief Creative Officer, Carbon Healthcare, CommonHealth, Wayne, N.J., says this campaign captivates the audience through simple and understandable language and imagery.

Hypertension (nonbranded)

Condition: **Hypertension**
 Client: **Novartis Pharmaceuticals Corp.**
 Debut: **August 2005**
 Agency: **CCA Advertising**
 Creative Director: **Mike Devlin**
 Art Director: **Carolyn Gargano**
 Copywriter: **Trip Hosmer**
 Strategic Team: **Jess Laux, Charlotte Arnold, Judi Kennedy, Joe Carofano**
 Artwork: **Scientific visualizations by Anatomical Travelogue Inc.**

With a combination of groundbreaking imaging technology and factoids illustrating the seriousness of cardiovascular disease, Novartis and its agency have created this eye-popping visual and a compelling story.

The goal of the communication is to draw

attention to the severity of hypertension, encourage potential patients to seek treatment, and highlight Novartis as a leader in the area.

By using a dark color scheme and somewhat chilling anatomical imagery of the human vasculature, the agency has broken through the usual clutter of safe pictures and smiling faces.

The sober tone of the image also supports the importance of treatment expressed in the text. Likewise, the high-tech, three-dimensional imagery from actual patients supports Novartis as a cutting-edge innovator.

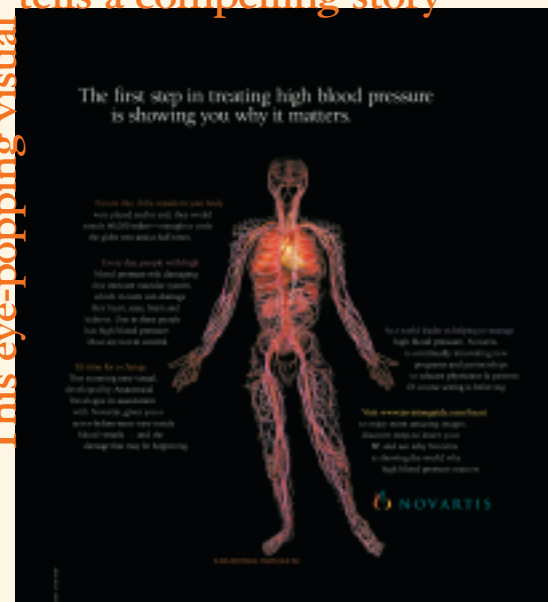
High-blood pressure is a serious public-health concern, and this direct-to-consumer advertisement presents Novartis as a company



Andy Moore

tells a compelling story

This eye-popping visual



that is committed to new ways of looking at the problem.

Andy Moore, Creative Director, Infranco Moore Group, New York, believes this compelling visual draws attention to the severity of hypertension.