

# 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.



## General Electric

Agency: **BBDO NY**  
 Client: **General Electric**  
 Title: **What will you remember after Alzheimer's is long forgotten?**  
 Chief Creative Officers: **David Lubars/ Bill Bruce**  
 Exec. Creative Director: **Don Schneider**  
 Copywriter: **Kara Goodrich**  
 Art Director: **Jean Robaire**  
 Art Producer: **Betsy Jablow**  
 Photographers: **Staudinger & Franke**



Mike Devlin

What is it about test tubes and toddlers? For the longest time, it seemed like healthcare corporate campaigns meant a steady diet of feel-good stock imagery and messages.

A refreshing exception is General

Electric. As part of its larger "Imagination at Work" campaign, the company has found a meaningful brand voice, connecting GE's healthcare innovations with the larger discoveries it sparks.

By turning to the company's DNA, the creative talent found the "sweet spot" where corporate, brand, and disease awareness meet. Nice ad, solid campaign.

*Mike Devlin, Executive Creative Director of CCA Advertising, admires the General Electric "Imagination at Work" campaign for its ability to deliver a meaningful brand voice.*

Where corporate, brand, and disease awareness meet...



What will we remember after Alzheimer's is long forgotten?  
 Imagine Alzheimer's isn't here because it's long forgotten. It's a world of beautiful, healthy children that can't be possible because the progression of the disease halts, so that they can enjoy the emotional roller coaster. The future's promise has never been more vibrant than you're imagine healthcare goes to great lengths.

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