

# Creative Thinking



## Healthcare Ads That Stood Out in 2009

*Marketers and their agency partners worked hard in 2009 to overcome such obstacles as a 60-second fair balance statement, as well as the ‘same-old, same-old’ content that has dominated the advertising in some healthcare categories.*

BY SCOTT WATSON AND MARC WEINER

**F**or the DTC Perspectives’ annual end-of-year advertising review, we asked two advertising leaders at CommonHealth – Marc Weiner and Scott Watson – to select some of their favorite ads of 2009. They settled on two ads from the marketers at Pfizer, an AstraZeneca ad campaign, one ad from the Bristol-Myers Squibb partnership with Sanofi-Aventis, and two ads from the over-the-counter health sector, a Tylenol spot from the marketing team at Johnson & Johnson and a condom-awareness ad from Zazoo. Herewith, their reviews of these campaigns from some of the industry’s top healthcare marketers.

### **Toviaz “Your Way” program**

The ultimate success of many medications does not lie solely in the action of compliance. Rather, success is attained in the powerful combination of simple lifestyle changes and patients adhering to their medication – a “pill that comes with a plan” strategy designed to build simple and positive behavioral changes right into the treatment plan.

With challenging conditions like we see in the Toviaz overactive bladder (OAB) ad, patients are more likely to experience a noticeable difference if they make a few simple behavioral changes in addition to taking their medication. However, in the absence of this understanding, people can become frustrated with their slow progress, especially when side effects are more noticeable than an improvement in their condition. This often leaves patients feeling “on their own,” resulting in poor adherence, followed by subsequent reports to their physicians of failure and disappointment.

Pfizer made a strategic decision to launch Toviaz in the context of an integrated behavior program called “Your Way” – consisting of four core steps that can help patients experience success – making informed food and drink choices, the taking of daily medication, teaching your bladder to wait and tracking your success. This program, integrated into a sample pack, not only differentiates the brand, it also works to facilitate a quicker, more productive dialogue between physicians and patients.

This approach establishes long-term success due to the overall “treatment” experience, not just the efficacy of the drug. Physicians feel more confident knowing their patients are armed with the information and tools they need to be successful. Patients feel more confident because they have access to the support they need. (MW)

### **Chantix “Herb” commercial**

Times are changing. We need to rethink the established conventional wisdom surrounding DTC efforts. Just take a look at the road taken by Pfizer’s smoking-cessation drug Chantix and its current “Herb” TV spot. Imagine having to start with a brand that can do great things for people, but that is encumbered by a large measure of controversy. Add to that a forbidding 55-second fair balance that includes a black box warning. Think about how the creative team felt when they were told to go forth and create a TV spot that will gain traction for the brand.

Create, they did. They arrived at a two-and-a-half-minute commercial that leveraged both the prevailing economic

downturn *and* the burgeoning upturn toward social marketing. “Herb” manages to break out on network television just by virtue of its length, something that would have prohibited it from ever airing when network media costs were at an all-time high. Additionally, Herb’s “real person” storytelling is an old marketing device that translates well to new marketing channels like YouTube – despite an almost 60-second fair balance.

You don’t need to search far to find Herb on YouTube. He’s there, along with a viral following of authentic, “real-person” testimonials extolling the virtues of smoking cessation with – you guessed it – Chantix. That’s a lot of media and messaging the brand won’t be paying for. And therein lies the simple marketing success of “Herb” in these challenging days for DTC promotion. (MW)

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### Symbicort campaign

As marketers, we are always looking for opportunities to tell our stories in the most contextually relevant medium. For some brands, a well-executed broadcast spot with a clear call to action provides enough motivation to achieve the desired response. For a growing number of brands, the ability to execute a synergistic approach between the broadcast and online worlds provides both a tool to generate awareness and an interactive environment by which patients can connect with the brand and take action. It also provides patients with a wealth of information, allowing them to better engage with their health-care provider.

AstraZeneca’s Symbicort campaign is a great example of the merging of mediums as they leveraged the ABC Full Episode Player – a Web-based video player that airs the latest episodes of the network’s top-rated shows with a minimum of commercial load. Symbicort was able to repurpose its TV spot, and several patient story videos, to create a branded browser skin with Web links, and integrate them with these Web-based broadcasts of popular ABC programs. During the broadcast, viewers were exposed to the brand’s video assets. The links were turnkey devices to get them to take action to receive more information – and an opportunity to further engage with the brand with an invitation into “My Measures for Success” patient program.

No reaching for the telephone. No need to grab a pencil. Just the way we 21<sup>st</sup> Century audiences like to do it – in a single click, while sitting down. (MW) (Note: EvoLogue, CommonHealth’s full service consumer agency worked in collaboration with Digitas for the Symbicort campaign discussed.)

### Plavix “Gurney Golf” commercial

Damn the Important Safety Information (ISI). This spot starts off so well, by having the gurney appear in seemingly

normal, semi-active situations (OK, I know golf has been used to death) as a constant reminder of the risks associated with a clot. It has an almost playful, yet eerie, quality to it. The videographer’s angles are great, and along with the squeaking wheels and rattling of the gurney’s metal frame help to exaggerate and emphasize the risk. Unfortunately as the bed stops at the doors of the medical building, so does the effectiveness of this spot, again, due to the almost 50 seconds of ISI.

It is still an impactful message they are delivering and they do so with an unconventional idea. For a brand this big, I applaud the marketing team’s creativity in a therapeutic area filled with so much of the same old, same old. (SW)

### Zazoo “Condoms” advertising

Anyone out there who has a child and has lived through the terrible two’s can truly appreciate this commercial. It is the perfect blend of the obnoxious and subtle. The child’s over-the-top crying meltdown coupled with the anxious expression on the man’s face makes for an all-too-real reminder of life’s “memorable” moments. The imagery, shot as if by a hand-held video camera, and the echo of screaming is the perfect combination to emphasize the painful reality of the situation.

There is a wonderful build that occurs where you are waiting to see what this spot could possibly be about and then the quiet yet bold headline “Use condoms” and coupled with the man’s expression, brilliantly brings it to climax. And with a brand name like Zazoo, how can you go wrong? Whew, I think I need a cigarette. (SW)

### Tylenol “Liver” commercial

This is one of the most beautiful and clever commercials out there today. It is also one of the best OTC campaigns of the last five years. It gives you the sense that J&J understands the human body better than anyone and sees it as a beautiful work of art. And that’s what this commercial is – art. The soft tones and dramatic lighting capture the frailty of the person. The gentle yet poignant music selection and soothing voice-over adds to the mood and supports the message – you have a winner.

They even make the pills gently falling into the palm seem interesting. The main concept centers around reminding the consumer of the health risks associated with possible acetaminophen overdose. They do a nice job of turning the focus away from Tylenol and making it more about the body’s natural metabolic system. I would love to meet the client and creative team that developed this campaign and commend them for doing it right. (SW) **DTC**

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