

BY BARRY SCHMADER

How to write a Private View:

Start with a clever quote to lend some third-party credibility to your premise. Since your topic is boldness in the conservative, regulated world of pharmaceutical advertising, try something such as this oft-quoted\* Goethe couplet, perhaps: “Boldness has genius, power, and magic in it.”

Next, further your premise with a rationale for boldness. Use bullets.

- Pharma advertising is crowded with messaging.
- The traditional rep detail is on life support.
- As biotechs commercialize, specialty brands enter the conversation and the picture gets even cloudier.
- Recent regulatory and economic environments have the industry on the verge of a sea change in the way brands are communicated. Summarize with a thesis statement: The time has come for a new approach, something that works harder to grab attention and deliver a message. It’s time for more simple bold branding.

Finally, cite analogs to support your conclusions. But be positive, because you know how it feels to get skewered in this column.

### ■ Glivec

They could’ve just used a big orange box, but the choice of black and white adds elegance and patient focus to a bold visual representation of increased survival. Turns a cool ad into a well-thought-out brand campaign.

### ■ VESicare

You don’t always have to be serious to send a message about a serious condition. In playful homage to Levi’s ads

of the ‘80s, “happy pants” is a bold way to illustrate a key efficacy endpoint—staying dry.

### ■ Vigamox

Most pinkeye resolves without treatment in a few days. But this campaign uses a bold visual to demonstrate why treatment is necessary—allowing the kids of working parents to return to school fast without being contagious.

### ■ TB Disease Awareness

Some of the boldest work is being done in unbranded or educational campaigns. How can an unbranded ad for TB awareness be part of a brand? When it speaks as part of a cohesive bold brand voice.

### ■ Solagé

The happy pretty patient is the biggest cliché in dermatology. This fashion doll analogy stands the cliché on its head. Women spend millions on beauty products for sun and aging damage. Why not fix the underlying cause rather than spend so much on “beauty” cover up? Bold and smart.

\* Often quoted incorrectly, that is. It’s a bastardization of a translation of a Goethe couplet, written by W. H. Murray in *The Scottish Himalayan Expedition*, 1951. What would a column about pharmaceuticals be without a footnote and some fair balance, right?



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### Glivec

Agency: Interlink Healthcare Communications (now ICC)

Client: Novartis

Creative/account team: Tracy Zuto, John Boyle, Dave Renner, Elizabeth Hooker, Jon Male, Kelli Wagner, Amy Graham, Sheila Gerus

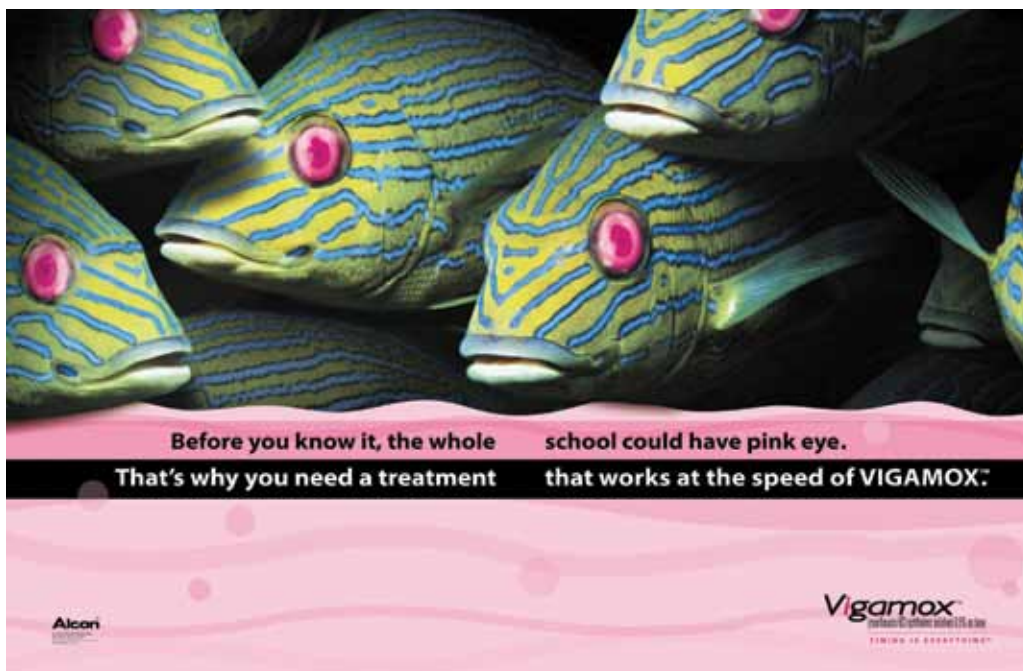


### VESicare

Agency: AbelsonTaylor

Client: Astellas/GlaxoSmithKline

PRIVATE VIEW: Each month, a creative director from the industry reviews a number of medical advertisements. Please note that the views expressed are those of the author and not the views of MM&M magazine. For more information, or to be considered as a guest reviewer, please e-mail Adrienne Fanti at adrienne.fanti@haymarketmedia.com.



**Vigamox**  
**Agency:** Corbett Worldwide  
 Healthcare Communications  
**Client:** Alcon/Bayer HealthCare  
**Group creative director:**  
 Eric Loeb  
**Art director:** Greg Gwynne  
**Copywriter:** Terry Smith



**TB Disease Awareness**  
**Agency:** Sorento Healthcare,  
 India  
**Client:** AstraZeneca  
**Creative copy partner:**  
 Sarvesh Raikar



**Solagé**  
**Agency:** Regan Campbell Ward • McCann  
**Client:** Barrier Therapeutics Inc.  
**Creative/account team:** Mary Lynn Kargman, Kirsten Tonnessen,  
 Lauren Felsenfeld, Dana Defonte, Deborah Maguire  
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