

PRIVATE VIEW

BY JOHN KEMBLE

In rare-disease marketing, the creative stakes are high. Rare diseases are often underdiagnosed and require creative that not only has stopping power but also seeks to raise awareness. Rare diseases also have a devastating impact on the lives of patients and caregivers. Creative for them should therefore contain elements of humanity and compassion. Here, a few that do it well—and some that fall short.

■ Chokehold

Company: Dyax Corporation
Still one of my all-time most admired campaigns, this ad for Kalbitor, an acute treatment for hereditary angioedema, captures the fear that an HAE attack can occur anytime, leading to asphyxiation. The campaign clearly commands attention, communicates HAE's emotional burdens and demands that appropriate treatment be available for patients who live each day in fear of the next attack.

■ Out of the Woods

Company: Salix Pharmaceuticals
Another striking campaign is this one for Xifaxan. It effectively promotes the product while also raising awareness of hepatic encephalopathy's chronic nature. For discharged patients, future HE episodes are possible. The surrealistic effect of the woods in the living room eerily conveys the danger surrounding the discharged patient and highlights long-term-treatment needs.

■ Red Blood Cell

Company: Alexion Pharmaceuticals
Paroxysmal nocturnal hemoglobinuria is a rare and life-threatening condition in which patients' red blood cells are

constantly destroyed by their body's own defense system. Here is a campaign that is simple and direct. What's missing? An emotional connection to a small patient population.

■ Patient

Company: Takeda
Survival may never get old, but images of smiling, happy patients sure do. For people with advancing cancers, every moment, every day, every year counts. The message is clear but the image fails on stopping power. The writing in the wrinkles is a nice touch but so subtle you could miss it.

■ Good Days

Company: Teva Europe
After 15 years on the market, Copaxone steps out with this European campaign. The CGI scene etched in the tread of the hiking boots paired with the headline do it: It has a feel-good vibe and connects with treating multiple sclerosis, which, as stated in the tagline, is for patients to have more "good days, not lost days."

■ Gift

Company: Novartis Oncology
This blockbuster brand's long-running campaign is iconic: The stark photo of the fresh surgical incision acknowledges the intensity of the battle that a patient with a gastrointestinal tumor has to undergo. The simplicity of the orange gift box is a beautiful reminder that life is a gift.



John Kemble is SVP and creative director at Dudnyk.

When HAE attacks, fight back.

CHOKEHOLD
Company: Dyax Corporation
Product: Kalbitor

IMPORTANT SAFETY INFORMATION:

INDICATIONS: CALBITOR (ecallantide) is indicated for the treatment of acute attacks of hereditary angioedema (HAE) in patients 16 years of age and older.

CONTRAINDICATIONS: CALBITOR (ecallantide) is contraindicated in patients who are hypersensitive to any component of the product, including ecallantide, mannitol, or any of the excipients.

PRECAUTIONS: CALBITOR (ecallantide) should be used with caution in patients with moderate to severe renal impairment (creatinine clearance 30-60 mL/min).

ADVERSE REACTIONS: The most common adverse reactions (incidence ≥10%) in patients receiving CALBITOR (ecallantide) were: headache, dizziness, flushing, muscle pain, and back pain.

DRUG INTERACTIONS: CALBITOR (ecallantide) may interact with other anticholinergic agents.

USE IN SPECIFIC POPULATIONS: CALBITOR (ecallantide) is not recommended in patients with moderate to severe renal impairment.

Pregnancy and Lactation: CALBITOR (ecallantide) is not recommended during pregnancy or breastfeeding.

ADVERSE REACTIONS (Continued): Other adverse reactions reported include: nausea, vomiting, diarrhea, abdominal pain, constipation, fatigue, and weakness.

HOW SUPPLIED: CALBITOR (ecallantide) is available as a white to off-white powder for injection, 300 mg/mL, in 2 pre-filled syringes (each containing 300 mg of CALBITOR (ecallantide) and 300 mg of mannitol).

STORAGE: CALBITOR (ecallantide) should be stored at room temperature (20° to 25°C).

KEYWORDS: Hereditary Angioedema (HAE), acute attacks, Kalbitor (ecallantide), Dyax Corporation.

www.kalbitor.com

For overt HE* patients

OUT OF THE HOSPITAL DOESN'T MEAN OUT OF THE WOODS

75% of patients develop HE recurrences, even on lactulose.¹ Protect your patients with Xifaxan 550 mg continuously from the moment they experience their first overt episode.

58% proven reduction in the risk of overt HE breakthrough²

50% proven reduction in the risk of HE-related hospitalizations^{3,4}

Xifaxan 550
Xifaxan 550 (Xifaxan) is indicated for reduction in risk of overt hepatic encephalopathy (HE) recurrences in patients ≥15 years of age. In the trial of Xifaxan for HE, 91% of patients were using lactulose concurrently. Xifaxan has not been studied in patients with MELD scores ≥20, and only 8.6% of patients in the controlled trial had MELD scores over 15. There is increased systemic exposure in patients with more severe hepatic dysfunction. Therefore, caution should be exercised when administering XIFAXAN to patients with severe hepatic impairment (Child-Pugh C).

XIFAXAN is contraindicated in patients with a hypersensitivity to rifaximin, any of the inactive ingredients, or any of the components in XIFAXAN. Hypersensitivity reactions have included: exfoliative dermatitis, angioedema, edema, and anaphylaxis. Clostridium difficile-associated diarrhea (CDAD) has been reported with use of nearly all antibacterial agents, including XIFAXAN, and may range in severity from mild diarrhea to fatal colitis. Treatment with antibacterial agents alters the normal flora of the colon which may lead to overgrowth of C. difficile. If CDAD is suspected or confirmed, ongoing antibiotic use not directed against C. difficile may need to be discontinued. The most common adverse reactions occurring in ≥10% of patients in the clinical study were: headache (15%), nausea (14%), diarrhea (13%), fatigue (12%), dizziness (11%), muscle spasms (9%), pruritus (9%), and abdominal pain (9%).

Xifaxan 550 is not available for sale outside the U.S. Xifaxan 550 is licensed by Alfa Wassermann S.p.A. to Salix Pharmaceuticals, Inc. Please see adjacent brief summary of Prescribing Information. Reference: 1. See: A. S. Lok et al. Blood & Liver. Liver Int. 2013;24:181-187. 2. See: A. S. Lok et al. Blood & Liver. Liver Int. 2013;24:181-187. 3. See: A. S. Lok et al. Blood & Liver. Liver Int. 2013;24:181-187. 4. See: A. S. Lok et al. Blood & Liver. Liver Int. 2013;24:181-187.

Salix Pharmaceuticals

www.Xifaxan550.com

■ OUT OF THE WOODS

Company: Salix Pharmaceuticals
Product: Xifaxan

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 Kevin McCaffrey at Kevin.McCaffrey@haymarketmedia.com.

The Power to Protect.

Soliris®, the first humanized monoclonal antibody (MAb) to reduce hemolysis and its harmful effects in all PNH patients.

- 85% reduction in hemolysis as measured by LDH†
- Fewer transfusion events were observed with Soliris in clinical trials*
- The majority of patients (92%) received decreased transfusion therapy†
- The effect of anti-soliris withdrawal during "on-treatment" has not been studied†
- 73% reduction in the need for transfusions across all patient populations†
- 78% clinically meaningful improvement in fatigue; significant improvement in "total energy of day" (two-part)†
- Adverse event profile similar to placebo†

† See clinical trial data in the Soliris (ecallantide) Prescribing Information. ‡ See clinical trial data in the Soliris (ecallantide) Prescribing Information. †† See clinical trial data in the Soliris (ecallantide) Prescribing Information.

Visit go.phlights3.com or call 1.888.755.4747 to learn more about the benefits of Soliris.

WARNING: SERIOUS MENINGOCOCCAL INFECTIONS

Soliris increases the risk of meningococcal infections. Meningococcal infection may become rapidly life-threatening or fatal if not recognized and treated early.

- Vaccinate patients with a meningococcal vaccine at least 2 weeks prior to starting the first dose of Soliris. Vaccinate according to current medical guidelines for vaccine use.
- Monitor patients for early signs of meningococcal infections, including: fever, headache, stiff neck, rash, and confusion. If infection is suspected, treat with antibiotics if necessary.

Soliris is generally well tolerated. The most frequent adverse events observed in clinical trials were headache, constipation, back pain, fatigue, and back pain. Please see full summary of the back pain, including blood monitoring, regarding meningo-coccal infection.

SOLIRIS
(ecallantumab)

RED BLOOD CELL
Company: Alexion Pharmaceuticals
Product: Soliris

THAT WAS TODAY. WHERE TO TOMORROW?

IT'S ABOUT GOOD DAYS, NOT LOST DAYS

COPAXONE

1 in 2 patients experiences recurrent disease after surgery

gleevec for adjuvant therapy in KIT+ GIST

Her struggles are fresh, but she can move on with new confidence.

gleevec

NOVARTIS

GOOD DAYS
Company: Teva Europe
Product: Copaxone

PATIENT

Company: Takeda
Product: Velcade

Survival never gets old

VELCADE (bortezomib) delivered >13-month overall survival advantage in combination with MP+ as MP alone for previously untreated multiple myeloma (median 56.4 vs 43.1 months); 60.1-month median life expectancy†

Approved for subcutaneous and IV administration*

VELCADE (bortezomib) Indication and Important Safety Information

INDICATIONS: VELCADE (bortezomib) is indicated for the treatment of patients with multiple myeloma.

CONTRAINDICATIONS: VELCADE (bortezomib) is contraindicated in patients who are hypersensitive to any component of the product, including bortezomib, mannitol, or any of the excipients.

PRECAUTIONS: VELCADE (bortezomib) should be used with caution in patients with moderate to severe renal impairment (creatinine clearance 30-60 mL/min).

ADVERSE REACTIONS: The most common adverse reactions (incidence ≥10%) in patients receiving VELCADE (bortezomib) were: headache, dizziness, flushing, muscle pain, and back pain.

HOW SUPPLIED: VELCADE (bortezomib) is available as a white to off-white powder for injection, 3.5 mg/mL, in 10 pre-filled syringes (each containing 35 mg of VELCADE (bortezomib) and 35 mg of mannitol).

STORAGE: VELCADE (bortezomib) should be stored at room temperature (20° to 25°C).

KEYWORDS: Multiple Myeloma, VELCADE (bortezomib), Takeda.

www.velcade.com

GIFT
Company: Novartis Oncology
Product: Gleevec