

PRIVATE VIEW

BY BARCLAY MISSEN

Healthcare marketers love to show how happy their products make us, but does it reflect reality? There's a whole palette of emotion in all of us that, when touched, can have enormous impact. I've selected work I admire for its emotional quality and stopping power. The messages are meaningful, honest and sincere. Great ads don't always have to make us happy. They move us deeply or change the way we think.

■ You never know

Oscar
These two ads from the same company exemplify "hyper-targeting"—radically different approaches to different audiences. The first typifies the new parent-patient journey while the second appeals to twenty-somethings: "Good health insurance for when bad things happen." Two approaches to very different audiences—both beautifully executed.

■ Heart disease is heartless

British Health Foundation
Heart Disease Is Heartless grabbed me by showing a tragedy from a kid's POV. Its shots and story are so compelling that I had to see it through. The boy's daydream gives way to heartbreaking reality as we move to the principal's office, where the boy's mother waits—and we know the outcome, reinforced by a stellar last line.

■ "Rabies"

ZocDoc
We've all been there. This spot uses humor to capture the frustration and anger we've all experienced in booking an appointment with a doctor via phone. In "Rabies," a woman desperate to be seen by her

doctor takes inspiration from her pup and feigns an "urgent" medical condition. And the tagline, "Doctors when you want them," answers the need we've all wished for.

■ Actually she can

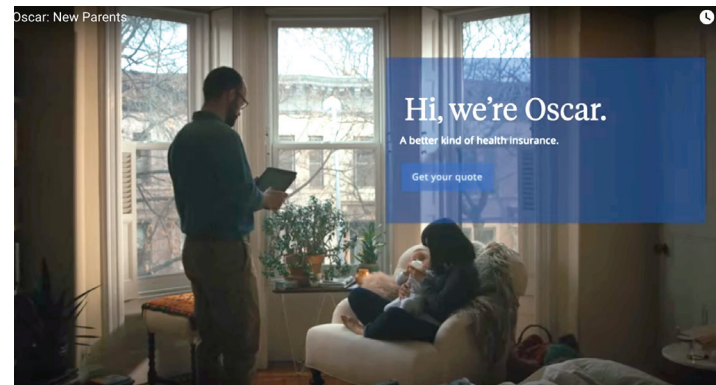
Allergan
This social-media campaign offers flawless and innovative execution of a big idea, achieving the right balance between aspiration and reality. Allergan clearly understands the audience. The campaign is designed to develop an affinity with women, whether they choose birth control or not. Through Pinterest, Twitter, apps, a website and Instagram, this masterful campaign is a celebration of modern life. My favorite component is the Shemoji expression evaluator. Check it out: <https://actuallyshecan.com/shemoji/selfie>.

■ Simponi Ken

Johnson & Johnson
I love this ad, a riveting slice of life that lets viewers experience what it's like to be on this RA treatment. It's a wonderful mixture of highly polished frames combined with visuals that make for a riveting viewing experience. The spot is the perfect blend of technique, content and storyline with a punch at the end.



Barclay Missen, VP, chief creative officer, GA Communication Group



NEW PARENTS (TOP) AND YOU NEVER KNOW (ABOVE)
Company: Oscar

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.

HEART DISEASE IS HEARTLESS

Company: British Health Foundation



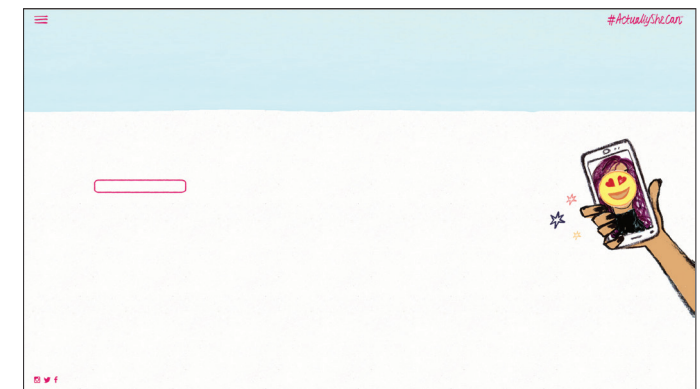
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