

PRIVATE VIEW

BY COLLEEN BRETT

Perhaps working in the pharmaceutical industry for too many years has numbed me, but I feel that most people are over the ads as much as I am. I can barely tune in enough to register which drug an ad is for or who the client is. And I totally get it—there have been so many instances where what starts out as an amazingly creative idea dies a slow death at the hands of an iron-fisted legal department. But the purpose of the ad should not get lost in boring creative.

At Tonic we strive to empower patients from a PR standpoint but share the same frustrations as any ad agency. How do we get people's attention and both individualize our message and make it relevant and impactful? There's a new trend that's doing a great job at doing just that—making the message personal and relatable so that the right person listens up.

Here are a few ads that have tapped into this strategy—some that impress and others that fade into the background.

■ cheMOTHERapy

Company: Teva Oncology

This ad's simplicity is clever and striking. It takes a scary disease with an unpleasant treatment and eclipses the negativity with tenderness by humanizing the woman. She is someone's mother first and foremost; cancer is secondary, but treatment is a priority.

■ Not Your Mother's Cataract Surgery

Company: Alcon

These "everyday" people look honest and authentic. The family photos that they're holding only further legitimize the humanity of the ad and give a gentle push toward considering new surgical technology.

■ Mr. Independence

Company: Salix

Gritty photography and eroded typography make this ad stand apart from the rest. The headline should resonate with anyone who has a man in their life—dad, husband, friend. We can all relate to the resistance a lot of guys put up when it comes to going to a doctor.

■ What I Enjoy

Company: Pfizer

This woman's hobby is baking cookies and even *she* looks bored with the whole thing. Her lack of expression matches the lack of interest in the overall design—even fresh out of the oven, there's nothing warm about this concept.

■ Family Tradition

Company: AstraZeneca

The picture here looks like it was pulled right out of a family album: It captures a moment we'd all like to have in the kitchen of someone who loves us. But the stark background, rather than focusing the visual, makes the ad feel boring, plain and easy to pass right on by.

■ I Am ...

Company: Forest Pharmaceuticals

The couple pictured is really sweet—it makes you happy this guy has such a nurturing woman looking out for him. The handwriting personalizes the sentiment and looks like real handwriting, as opposed to overused handwriting fonts.



Colleen Brett is creative director at Tonic Life Communications.

Joan is more than just a patient going through

CHEMOTHERAPY

We see so much more than just cancer

Joan is already busy enough with hockey practices, dance recitals, and science fair supply shopping. Now she's making room on the kitchen calendar for Q3W therapy sessions.

People like Joan are at the heart of what drives Teva Oncology. With over 100 years of global pharmaceutical expertise, our mission is to develop and deliver solutions that advance cancer care and improve the lives of people affected by cancer.

Teva Oncology

We treat the person, not just the cancer.

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CHEMOTHERAPY

Company: Teva Oncology

THIS IS NOT YOUR MOTHER'S CATARACT SURGERY.

THIS IS NOT YOUR MOTHER'S CATARACT SURGERY.

Alcon

NOT YOUR MOTHER'S CATARACT SURGERY

Company: Alcon

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.

YOU'VE MET MR. I'D RATHER KEEP MY INDEPENDENCE THAN KEEP MY NEXT DOCTOR'S APPOINTMENT.

NOW MEET HIS MILD TO MODERATE ACTIVE UC THERAPY

GIAZO IS THE ONLY BID 5-ASA APPROVED TO INDUCE REMISSION IN MEN WITH MILD TO MODERATE ACTIVE ULCERATIVE COLITIS.*

PROVEN EFFICACY

- 57% of male patients on GIAZO achieved clinical improvement compared to 20% on placebo*

giazio (balsalazide disodium) 11g tablets

THEY'RE READY FOR IT.

Learn more at giazio.com

INDICATION: GIAZO (balsalazide disodium) is indicated for the treatment of mildly to moderately active ulcerative colitis in male patients 18 years of age and older. Safety and effectiveness of GIAZO beyond 8 weeks have not been established. CONTRAINDICATION: GIAZO (balsalazide disodium) tablets are contraindicated in patients with hypersensitivity to salicylates, aminosalicylates, or their metabolites or to any of the components of GIAZO tablets. REFERENCES: 1. GIAZO Prescribing Information, 2012. Salix Pharmaceuticals, Inc. Please see Brief Summary of complete Prescribing Information, including Important Safety Information on the opposite page. Please see complete Prescribing Information available at giazio.com. GIAZO is a registered trademark of Salix Pharmaceuticals, Inc. ©2015 Salix Pharmaceuticals, Inc. All rights reserved. 01-1515

MR. INDEPENDENCE

Company: Salix

Product: Giazio

My family tradition

My prescription

If your doctor prescribed NEXIUM, it's for a reason. For many, prescription NEXIUM helps heal acid-related erosions in the lining of the esophagus. Most erosions heal in 4 to 8 weeks. Your results may vary.

FOR SAVINGS AND FREE HOME DELIVERY VISIT PURPLEPILL.COM

Nexium

Important Safety Information About NEXIUM

- Symptom relief does not rule out the presence of other serious stomach conditions.
- NEXIUM may increase your risk of getting severe diarrhea. Call your doctor right away if you have watery stool, stomach pain and fever that does not go away.
- Talk to your doctor about your risk for:
 - bone fractures if you take multiple daily doses of NEXIUM for a long period of time
 - low magnesium levels if you take NEXIUM for a long period of time
- Tell your doctor about all of the medicines you take, prescription and non-prescription drugs, including vitamins and herbal supplements. NEXIUM may affect how other medicines work and other medicines may affect how NEXIUM works.
- Side effects with NEXIUM include headache, diarrhea, and abdominal pain.

Read the important Product Information about NEXIUM on the adjacent page and discuss it with your health care professional.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088. If you are without prescription coverage and can't afford your medication, AstraZeneca may be able to help.

For more information, visit PurplePill.com or call 1-800-4-NEXIUM.

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FAMILY TRADITION

Company: AstraZeneca

Product: Nexium

Before FIBROMYALGIA, I kept on top of things.

Now with LYRICA* (pregabalin), I have less pain

and can do more of what I enjoy.

Prescription LYRICA is not for everyone. Tell your doctor right away about any serious allergic reaction that causes swelling of the face, mouth, lips, gums, tongue, throat, or neck or any trouble breathing, rash, hives, or blisters. LYRICA may cause suicidal thoughts or actions in a very small number of people. Patients, family members or caregivers should call the doctor right away if they notice suicidal thoughts or actions, thoughts of self-harm, or any unusual changes in mood or behavior. These changes may include new or worsening depression, anxiety, restlessness, trouble sleeping, panic attacks, anger, irritability, agitation, aggression, gurgling or noises, or extreme increases in activity or talking. If you have suicidal thoughts or actions, do not stop LYRICA without first talking to your doctor. LYRICA may cause swelling of your hands, legs and feet. Some of the most common side effects of LYRICA are dizziness and sleepiness. Do not drive or work with machines until you know how LYRICA affects you. Other common side effects are blurry vision, weight gain, trouble concentrating, dry mouth, and feeling "high." Also, tell your doctor right away about muscle pain along with feeling sick and sweaty, or any changes in your eyesight including blurry vision or any skin sores if you have diabetes. You may have a higher chance of swelling, lightheadedness, or fainting if you are also taking certain diabetes or high blood pressure medicines. Do not drink alcohol while taking LYRICA. You may have more dizziness and sleepiness if you take LYRICA with alcohol, narcotic pain medicines, or medicines for anxiety. If you have had a drug or alcohol problem, you may be more likely to misuse LYRICA. Tell your doctor if you are planning to have a child. Talk with your doctor before you stop taking LYRICA or any other prescription medication. Please see Important Risk Information for LYRICA on the following page. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Ask your doctor about LYRICA and visit www.LYRICA.com or call 1-888-5-LYRICA

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WHAT I ENJOY

Company: Pfizer

Product: Lyrica

his Alzheimer's caregiver his guardian his advocate his sunshine

I am his champion

Adding once-daily NAMENDA XR to current treatment may improve your loved one's symptoms of moderate to severe Alzheimer's disease.

NAMENDA XR works differently than other Alzheimer's medications.

By adding NAMENDA XR, you may see:

- An improvement in overall function
- An improvement in cognition
- A slowdown in the worsening of symptoms for a while

IS YOUR LOVED ONE TAKING TWICE-DAILY NAMENDA XR? ASK THE DOCTOR ABOUT NAMENDA XR FOR CONVENIENT, ONCE-DAILY DOSING.

NAMENDA XR® (memantine hydrochloride) extended-release capsules are approved for the treatment of moderate to severe Alzheimer's disease. NAMENDA XR is available by prescription only. There is no evidence that NAMENDA XR or an AChEi prevents or slows the underlying disease process in patients with Alzheimer's disease.

*Alzheimer's treatments include ARICEPT®, EXELON®, or RAZADYNE®. Trademarks referred to herein are property of their respective owners. ASK ABOUT ONCE-DAILY NAMENDA XR. VISIT NAMENDAXR.COM OR CALL 1-855-911-1455.

IMPORTANT SAFETY INFORMATION

Who should NOT take NAMENDA XR? NAMENDA XR should not be taken by anyone who is allergic (hypersensitive) to memantine, the active substance in NAMENDA XR, or who has had a bad reaction to NAMENDA XR or any of its ingredients.

What should be discussed with the healthcare provider before taking NAMENDA XR? Before starting NAMENDA XR, talk to the healthcare provider about all of the patient's past and present medical conditions, including:

- Seizure disorders
- Difficulty passing urine
- Low, kidney, or bladder problems

If the patient is taking other medications (including those without a prescription), ask the healthcare provider if NAMENDA XR is right for the patient.

*Certain medications, changes in diet, or medical conditions may affect the amount of NAMENDA XR in the body and possibly increase side effects.

What are the possible side effects of NAMENDA XR? The most common side effects associated with NAMENDA XR treatment are headache, diarrhea, and dizziness. This is not a complete list of side effects. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088. Please see Brief Summary of full Prescribing Information, including Patient Information, for NAMENDA XR on reverse side.

Once Daily **Namenda XR** (memantine HCl) extended-release capsules 7 mg, 14 mg, 21 mg, 28 mg

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I AM ...

Company: Forest Pharmaceuticals

Product: Namenda