

GSK launches surprising cervical cancer TV spots

WHAT BEGAN AS a sparkly new ad for perfume quickly shifted gears, from trivial to terrifying, once the young female actor glimpsed the perfume bottle's script: cervical cancer.

"Maybe it's unfair to get your attention this way, but nothing's fair about cervical cancer," the ad's voice-over intones, following the big reveal. It goes on to say that "every 47 minutes, another woman in the US is diagnosed, but there are ways to prevent it. Talk to your doctor."

The 30 second spot—one of three new ads which launched last month—ran during the Academy Awards and red carpet coverage and directs traffic to HelpPreventCervicalCancer.com, an unbranded educational website. Visitors to the site can learn about cervical cancer myths versus facts, and follow links to the CDC page on HPV vaccines, the Gynecological



Unbranded cervical cancer prevention spots mimic perfume ads

Cancer Foundation and other organizations. Information on GlaxoSmithKline's Cervarix vaccine is conspicuously absent from the website, which was created by Backe, a Radnor, PA-based digital shop.

The three videos came from McCann HumanCare (you can see them at GSK's YouTube channel), and will run in rota-

tion on TV and online, according to Jennifer Armstrong, manager of product communications at GSK.

"The campaign is all about a commitment to educating young women about cervical cancer," said Armstrong. "We want women to know this is a preventable cancer."

In addition to TV and online

elements, Armstrong said the campaign features consumer print ads in both local and national women's magazines. There is also a text messaging component, and "specific local market and diversity outreach elements...to help educate and raise awareness among young women regardless of geography or demography," said Armstrong. Individuals texting "PREVENT" to 81227 receive a message reading "Talk 2UR Doc About vaccination, Pap tests & other things u can do," plus a link to the awareness website.

GSK's Cervarix vaccine, approved in the US last October, will go head to head with Merck's blockbuster HPV vaccine, Gardasil, which is also indicated for genital warts among men and boys. GSK told *MM&M* in October that it would not pursue an indication for treating males.

—Ben Comer

Help-seeking ads unhelpful: Merck

MERCK TOLD FDA that unbranded "Help-seeking" search ads for drugs, which have proliferated over the past year, are misleading and lack transparency.

In response to the agency's call for comments on the use of the Internet and social media for drug promotion, Merck said such sponsored links "may lack transparency."

"An individual searching for information on depression, for example, may view a sponsored help-seeking ad as confusing or worse, potentially deceptive, if the link provided redirects to a company-sponsored product website instead of a disease-specific website," said the company. —MA



DDR on DTC BY DEBORAH DICK-RATH

And the Academy Award for Best Performance by a Vaccine in the Unbranded Category goes to... Cervarix! Forget *Avatar* vs. *Hurt Locker*, GlaxoSmithKline scored big on Oscar night with its own hit—an unbranded ad that alerts women to the urgency of preventing cervical cancer, with recently launched Cervarix playing "David" to Merck's well-entrenched Gardasil.

The ad is a winner because it brilliantly "traps" its target audience using the typical imagery and tonality of a perfume commercial. We see a woman rising from a sofa amid swirling stars and, while romantic music swells, floating toward a dreamy image. When out of the mist, a perfume bottle appears

labeled "Cervical Cancer." The commercial then halts to deliver the facts about this deadly disease.

Although the female voice-over admits it may be unfair to get our attention "this way," no apology is necessary. Attracting attention is the whole point, and the Cervarix team, along with McCann HumanCare, has more than succeeded in doing just that!

The roadblock media plan to



The unbranded ad uses familiar imagery to 'trap' its audience

deliver the ad was brilliant. Running multiple times during the Academy Awards and on ABC's Oscars.com site virtually guaranteed a fully loaded target audience for the brand's educational message. Opportunities to forward the commercial via all that new media allows, further underscored the strategic planning and integration of this campaign. NPR covered it the next day, posing the question, "Is it a commercial or a PSA?" In my view, as long as it results in fewer cases of cervical cancer, the definition doesn't matter.

Deborah Dick-Rath is SVP, health-care practice leader, at FactorTG. deborah.dick-rath@factortg.com