

AstraZeneca answers Prevacid with Nexium spots

ASTRAZENECA is answering OTC Prevacid with ads touting Nexium's nighttime benefits.

The Purple Pill features 30-second TV spots that take a comical look at the lengths to which acid reflux sufferers will go for a good night's sleep.

The first spot in the series, by Saatchi & Saatchi Wellness, shows a middle-aged man cranking up the head of his bed using a car jack to prevent nocturnal heartburn—and prompting the family cat to slide off with a yowl. The narrator says: “Desperate for nighttime heartburn relief? For many, Nexium helps relieve heartburn day and night.”

Print ads will launch in a few weeks, AstraZeneca said.

In November, Novartis Consumer Health launched OTC Prevacid24HR with a \$200 million marketing campaign touting the drug's promise of round-the-clock coverage.



TV spots for Nexium feature a man desperate for sleep and relief

Nexium must also contend with P&G's Prilosec OTC and Eisai/PriCara's prescription AcipHex, among other treatments in the heavily advertised category.

Novartis consolidated consumer advertising for Prevacid24HR into Euro RSCG Adrenaline from Deutsch late last month. The Euro RSCG shop handles several other Novartis Consumer

Health gastrointestinal brands, including Maalox, Excedrin and Benefiber. Deutsch continues to handle advertising for Novartis' Exelon Patch.

P&G recently launched a social media-centric contest for Prilosec, inviting consumers to post videos making their case for company-sponsored items to help them pursue their pas-

sions, and the brand has been plugging an NFL tie-in through its Madden Most Valuable Protector's Award, which Madden himself presented to the New Orleans Saints' offensive line at the Super Bowl.

The winners were determined by a combination of fan votes, performance stats and a “purple ribbon panel” consisting of NFL Network analysts Jamie Dukes, Marshall Faul, Steve Mariucci and NFL Network host Rich Eisen.

Madden said in a statement: “The Saints offensive line has been a model of consistency all season and are truly a deserving winner. I am very passionate about this award that Prilosec OTC helped to create, and hope this encourages football fans to pay attention to the less watched parts of the game like run blocking and pass protection.”

—Matthew Arnold

Online health videos take off

IF THERE WAS any doubt, online health video has officially arrived as a means of reaching consumers.

Almost half of those researching drug info online include health videos in their search sessions, according to Manhattan Research.

“The growing health video audience represents a strong opportunity for DTC marketers, particularly because this media format leads to considerable post-visit action,” said Monique Levy, senior director of research at Manhattan Research. “Understanding what kind of health videos to develop, and which websites or online channels to put them on, however, is critical to success.” —MA

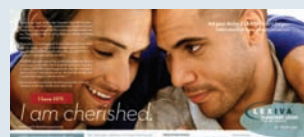


DDR on DTC BY DEBORAH DICK-RATH

Having been born in 1997, DTC advertising is now officially a “teenager.” And just like any teen, it has its moments of rebellion (getting ready or a standoff with the FDA) as well as unexpected (but welcome) moments of insight and maturity.

One case in point is the latest campaign for Lexiva, an HIV drug from GlaxoSmithKline and its biotech partner, Vertex. While the print ad is typically straightforward and loaded with the usual caveats and disclaimers, the use of one emotionally connective word elevates its message and gives it tremendous power in encouraging patients to seek treatment. That word is “cherished.”

The headline, “I am cherished,” which runs above a photograph of a healthy, happy couple, hits the bull's-eye by downplaying “having a disease” in favor of “living a life.” The Lexiva website offers additional, powerful statements (“I am needed.” “I am loved.” “I am involved.”) combined with other equally impactful photos.



Lexiva's print ads use emotional words to convey its messages

This is a riveting example of how a DTC ad can educate and persuade a patient to seek treatment. The campaign follows last year's Lexiva ad, which presented an HIV patient being overwhelmed with life's activities and “needing a treatment plan.” But that campaign could have been for any number of drugs or conditions. There is no mistaking the intent of the new ad. And there is no mistaking its effectiveness to break through to its target audience.

Kudos to GSK-Vertex for this beautifully simple, yet powerful ad!

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