

Longer DTC TV spots are still memorable: Nielsen

PRESCRIPTION drug advertisers are running longer broadcast spots to accommodate more expansive fair balance statements, a Nielsen IAG analysis suggests, as 75-second spots proliferate.

That's not necessarily bad news for pharma firms, said Nielsen healthcare practice SVP Fariba Zamaniyan, noting that several 75-second spots made the firm's "Most recalled" list.

"This ranking shows that it doesn't necessarily mean people are going to tune it out," said Zamaniyan. "It always comes down to the creative."

Ads for Boehringer Ingelheim's Flomax BPH treatment were the most-recalled spots for the 2008-2009 TV season, according to Nielsen.

The 45-second and 60-second ads, which show men at a baseball game and on a golf course frequenting bathrooms as an announcer lists symptoms

Most Recalled Prescription Drug/Vaccine Ads – 2008/2009 Broadcast Season

Rank	Company/brand	Length	Description
1	Boehringer-Ingelheim's Flomax	:45, :60	Men at baseball game, on golf course; announcer lists BPH symptoms
2	Eli Lilly's Cialis	:60	"What are you waiting for?"
2	Merck's Gardasil	:60	Moms and daughters talk about choosing vaccination for HPV
3	Wyeth's Pristiq	:75	Woman talks about depression, having to "wind herself up"
4	BMS/Sanofi Aventis's Plavix	:60, :75	"Another heart attack could be lurking."
5	BMS's Orencea	:75	"Oh, yes I can."

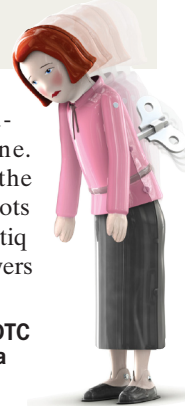
Source: The Nielsen Company

of urinary incontinence due to benign prostate hyperplasia (BPH), benefited from standout, relevant and consistent visuals, said Zamaniyan.

Tied for second place in the ranking were 60-second spots for Eli Lilly's "What are you waiting for?" Cialis effort and Merck's "One less" campaign

for its Gardasil HPV vaccine. Rounding out the top five were spots for Wyeth's Pristiq (:75), Bristol-Myers

Wyeth's Pristiq's DTC TV spot features a wind-up doll



Squibb/Sanofi-Aventis's Plavix (:60 and :75), and BMS's Orencea (:75).

The list pours cold water on the notion that treatments for symptomatic conditions are advantaged over those for asymptomatic ones when it comes to consumer advertising, said Zamaniyan, pointing to memorable spots for Plavix and Gardasil.

"There's this perception out there that because you don't have packaging, you need symptoms to make advertising more tangible, to give the viewer something to see and feel and relate to," said Zamaniyan. "This dispels the myth that you have to have a disease state with visible symptoms in order to have memorable advertising."

The online survey draws from a pool of 6,000 daily respondents.

— Matthew Arnold



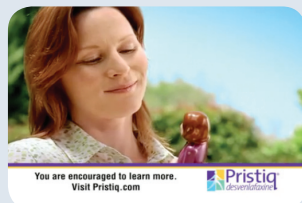
DDR on DTC BY DEBORAH DICK-RATH

Over the years, we've seen a lot of disturbing images in DTC. Remember the monsters under the toenails, those suave and sexy bees, the little soldiers in your nose and the talking dots? We've had swarming platelets, moving intestines and gurneys that stalk people. And how about all those butterflies and the chatty beavers? But never have we have ever seen anything as odd as the Pristiq wind-up doll.

Although Wyeth is using this pint-sized automaton to convey that depressed people are "going through the motions," their doll is just as scary as the Lamisil dermatophyte that lifted the toenail and jumped in. Only where "Digger" was supposed to be scary-funny,

the Wyeth doll is scary-sad.

No doubt the imagery resonated with sufferers in focus groups. But



Pristiq's doll visual is compelling but also a little bit startling

that's where the advertising should evolve from, not stop in its tracks. In this case, Wyeth was also faced with a common problem in DTC—an overwhelming amount of fair balance, which leaves a key visual to do the emotional branding. The question is, even though the doll illustrates a patient insight, is it the right image to attach to the brand?

In the TV version, Pristiq turns the doll back into a real person. That's kind of scary, too. Even though Pinocchio is certainly memorable, you've got to admit, his story was weird and frightening.

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King warned on Embeda VNRs

VNRS FOR KING'S ostensibly abuse-resistant pain drug Embeda drew an FDA warning letter.

The agency said two VNRs omitted or minimized risks, including those featured in the drug's "extensive" boxed warning, and failed to present limitations to the approved indication. Moreover, the letter said King presented misleading claims—among them, about the drug's alleged but clinically unsubstantiated abuse-resistant properties. DDMAC said King agreed to pull the VNRs in August.

DDMAC demanded the company furnish a list of materials it has pulled, and that it disseminate corrective messaging.

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