

GlaxoSmithKline rolls out fishy TV spots for Lovaza

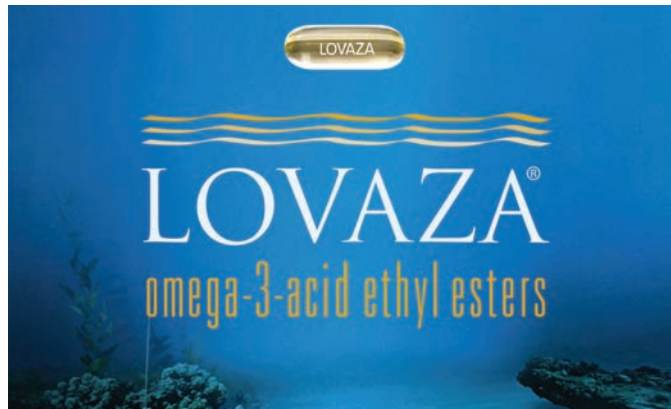
GLAXOSMITHKLINE launched new TV spots last month for Lovaza, a prescription omega-3 fish oil capsule indicated for the lowering of very high triglyceride levels.

TV spots, as well as the consumer print and online ads that debuted in January, emphasize the drug's natural ingredient: "Lovaza—the prescription that starts in the sea."

On television, a white-coated physician handles beakers in a lab surrounded by a gigantic wall-sized aquarium.

Bernadette King, a GSK spokesperson, said the campaign targets "people at higher risk," such as Type 2 diabetics, people with high blood pressure, high cholesterol, and the overweight. "There's a big potential to educate consumers on high triglycerides," she said.

King hastened to add that Lovaza is not indicated for the



TV spots for GlaxoSmithKline's Lovaza, indicated to lower triglyceride levels, have an aquatic theme

prevention of cardiovascular events. The campaign is geared toward reducing high triglyceride levels and building awareness around the disease, she said. "We hope it will promote patient-doctor dialogues, which should be the focus of any DTC campaign," said King

McCann HumanCare created the DTC work for Lovaza, and

imc2 worked on digital and online elements, said King.

Online content at Lovaza.com includes patient testimonials and a "Put Lovaza to the Test" game for visitors. A coupon on the website offers \$20 off 12 refills of the drug, which costs around \$160 for a month supply, according to Consumer Reports.

Approved in 2004 and origi-



nally named Omacor, Lovaza (omega-3-acid ethyl esters) is indicated as an adjunct to diet to reduce triglyceride levels in patients with severe hypertriglyceridemia. The GSK product is the only prescription fish oil on the market, but must compete with a host of OTC nutritional supplements that are on the market. —Ben Comer



DDR on DTC BY DEBORAH DICK-RATH

Some DTC ads develop from a key consumer insight that points to brand essence and leads to a great creative idea. Some come from a unique feature or benefit that triggers an equally unique concept. Some, however, come from a detail aid. The new campaign for J&J's Simponi looks like one of the latter.

Here is a wonderful drug that relieves the pain of rheumatoid arthritis (RA) and makes life better for sufferers. But what do we see? A carousel on the beach. And then we go shoe shopping. What's the connection? And, more importantly, how does it relate to RA relief? The lack of an announcer makes it even harder to follow the story. All I could think was that there must

be a detail aid with a carousel and maybe some shoes on it with which the ad is supposed to "synergize." Unfortunately, consumers rarely see detail aids.

The Simponi DTC campaign has



Without an announcer, the DTC ad doesn't tell a clear story

a number of good parts, but they all seem to be coming from different brands. The imagery and storyline are not threaded together in a way that makes sense. However, like a traditional "professional" campaign, it leverages its brand symbols at every possible touch-point. The carousel and the shoes are there, but we're just not sure what they mean. The production values are nice, everyone looks good and the TV ad is memorable—though perhaps a bit off. All things considered, I was left wondering where I could get those cute, red shoes.

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Third parties key to cred: survey

CONSUMERS ARE skeptical of pharma participation in social media, but endorsements by government and nonprofit organizations add credibility, according to an Epsilon survey.

The survey of 1,350 US consumers found that four in 10 Americans uses social media for health information, whether reading or posting. The vast majority of those—80%—are "highly engaged patients who take an active role in health management." Reaching that remaining 20% requires different strategies. The survey found that respondents engaged social media to fulfill emotional needs for reassurance, support and a sense of intimacy from others.

—Matthew Arnold