

PRIVATE VIEW

BY STEVE WITT

Although we've done much to conquer disease that comes from external sources, some of our most intractable illnesses come from within. What are cancers and autoimmune disorders but our bodies turned against us in monstrous revolt?

So here's a series of pharmaceutical ads that offer up these corporeal derangements in some truly unforgettable ways. You don't have to be a fan of David Cronenberg's films to find them compelling, but it surely helps. For while they all offer the comfort of a therapeutic resolution, the only cure for these nightmare images may be waking up.

■ Mebucaïn

The combination of black humor and a bad pun either mitigate the equine Alien imagery here or make it even more disturbing. Either way, this piece from Saatchi & Saatchi Cape Town takes a weirdly wonderful approach to promoting a sore throat medication. The campaign also features images of a man with a frog in his throat, which I'll happily leave to your imagination.

■ Omacor

We've all seen cardiac risk portrayed by hearts with lit fuses or bound with sticks of dynamite, but there's something that's particularly unnerving about this execution. The outline of the grenade tight against the sternum provides a visceral punch that goes well beyond those other metaphors. Also makes you wonder just who'd be pulling that pin.

■ Zyloric

So which of Dante's circles of Hell holds the sufferers of

gout? In any case, the writhing horde clutching their ears makes me reach for mine in sympathy. The starkness of the image is striking and it is only relieved by two small, hardly reassuring logos that are slipped into the corners of the ad.

■ Ministry of Health, Brazil

Those lower incisors lack bite, and we've all seen similar hand art, but I love the goofy charm of this public service campaign that comes from Brazil's Ministry of Health. Thanks to efforts like this, washing hands in public has evidently increased. Now raise yours if you'll be participating in National Hand-Washing Awareness Week this December.

■ Zyvox

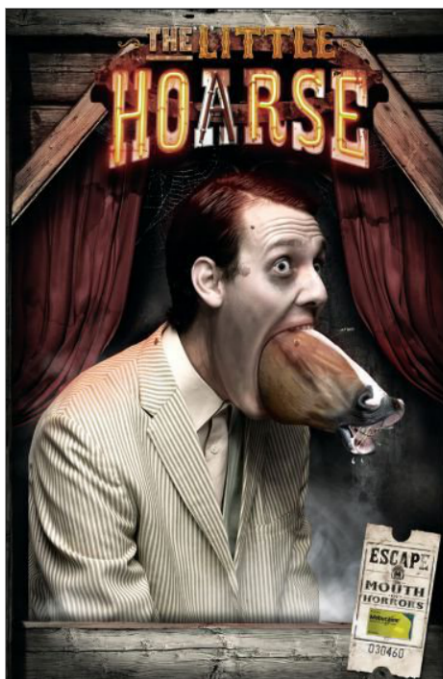
The graphic and headline of this ad boldly evoke Munch's *The Scream*. Here CDM's award-winning work is arguably even more disquieting, given that its gaping maw now resides on a patient's abscessed ankle.

■ Alca-Luftal

Yes, a stomach that's tied up in knots is a cliché (there are over 6 million hits on Google, if you must know). But that doesn't stop me from staring. The model's bare straight arms offset the folds in the fabric, making the image even more unsettling.



Steve Witt is SVP, Creative Director, at Flashpoint Medica



Mebucaïn
Agency:
Saatchi &
Saatchi
Cape Town



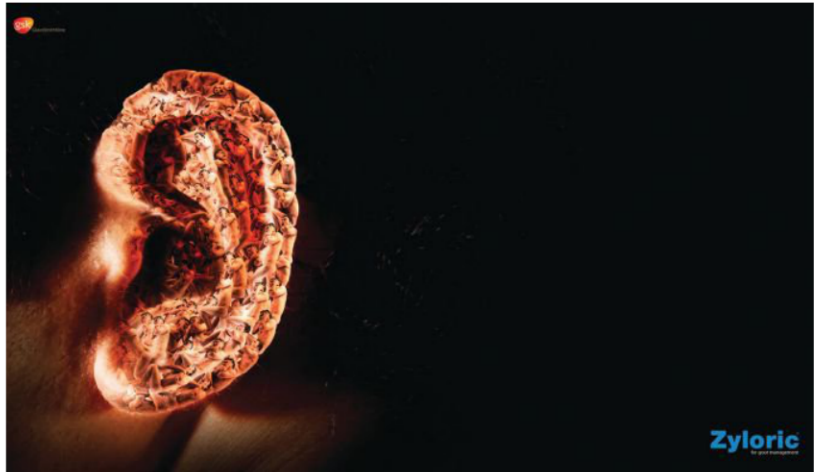
Omacor
Agency: N/A

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.



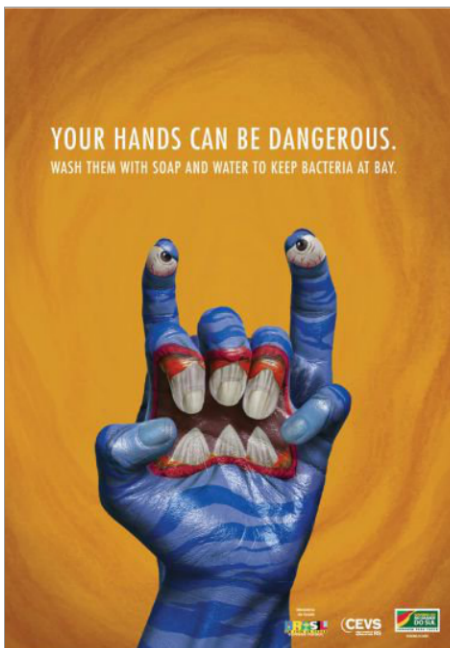
Alca-Luftal

Agency: Giovanni + Drafftcb, Brazil



Zyloric

Agency: Point Blank, India



Brazilian Ministry of Health, PSA

Agency: Agência Matriz, Brazil



Zyvox

Agency: CDM New York