

# Pharmaceutical Executive



Photograph by Susan Andrews

GREAT IDEA

## Corbett

**Left to right:** Greg Gwynne, VP, associate creative director  
Eric Loeb, SVP, group creative director  
Lisa Holmes, copywriter  
**not pictured:** Terry Smith, VP, associate creative director

**CLIENT** Alcon **BRAND** Vigamox (moxifloxacin) **AD SPOT** Professional print **STRATEGIC OPPORTUNITY** “All previous promotions, without exception, focused on a sick child.” **SMART THINKING** The agency developed a way to measure the speed of action, called “Time to Eradication,” which was used as the basis for analyzing comparative data.

if you’ve ever been a part of a productive brainstorm, you know the feeling that fills the room when the team comes up with a really great idea. Such was the case some years ago, when the creative team at Corbett Worldwide



Healthcare Communications (a business unit of Corbett Accel Healthcare Group) huddled around a table to brainstorm ideas for Alcon’s next-generation conjunctivitis medication Vigamox. With the competitive promotional work set out before them, two things immediately became apparent: the contagious nature of the disease—what professionals perceive as the biggest negative about pink eye—had not been explored, and all previous promotions featured sick children.

“Somebody simply asked, ‘What if we did it without children?’” relates Eric Loeb. “It was one of those moments when a door that you didn’t even know existed opens. It so happened that the writer and creative director had aquariums. And anyone with an aquarium knows that, if you have a sick fish, it’s only a matter of time before all the fish have that illness. So we started thinking ‘fish’ and realized we could tell a contagion story very powerfully using a tankful of fish that had pink eye. It only cemented the idea when we realized what you call a group of fish.”

### brand colors

“Alcon’s Ciloxan was known as *the pink eye drug*. Pink was a strong part of that campaign’s color palette – it was black and white photos of children with their eyes pink. For Vigamox, we wanted to continue to own that color – that led us to the pink eyes on the fish and to using pink as a dominant color in the layout.

–Eric Loeb

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