

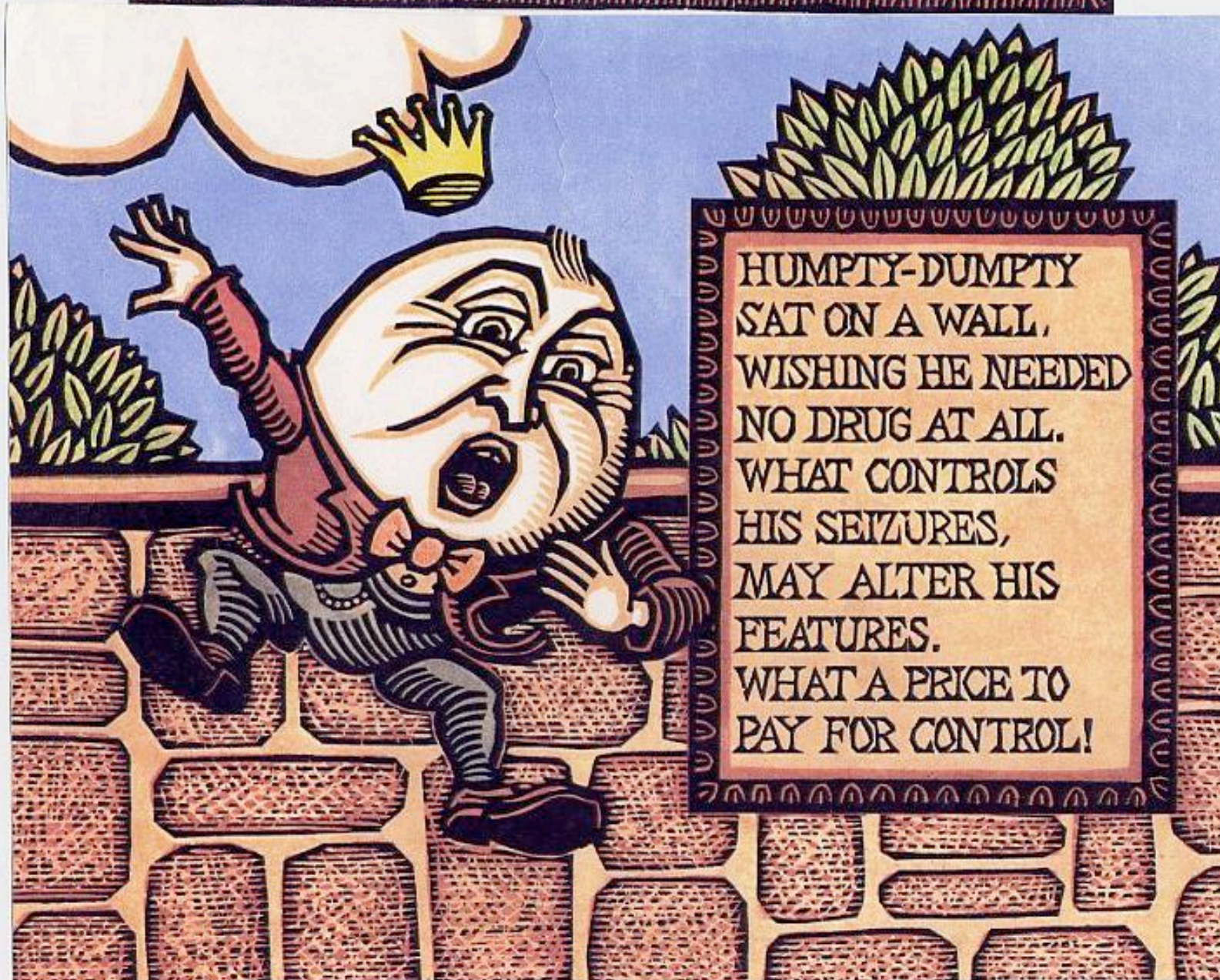
Direct Mail Targeting Pediatric Neurologists

This three-wave direct mail campaign was developed to promote the anticonvulsant agent Tegretol® to pediatric neurologists. The communication objective was to highlight the side effects of the primary competitors of Tegretol, Dilantin® and valproic acid compounds such as Depakene® and Depakote®.

The Humpty-Dumpty rhyme alludes to the coarsening of facial bones associated with Dilantin. This side effect was a suspected but not supportable claim until I found research that documented the effect following long-term use of Dilantin. The Georgie-Porgie rhyme underscores gingival hyperplasia, a well-known complication of therapy with Dilantin. The Rapunzel rhyme refers to the hair loss that can occur with valproic acid therapy.

The VP of Marketing liked this campaign so much, he hung the photo-ready art in his office.

IS ANTIPILEPTIC THERAPY LETTING YOUR PATIENTS DOWN?



HUMPTY-DUMPTY
SAT ON A WALL,
WISHING HE NEEDED
NO DRUG AT ALL.
WHAT CONTROLS
HIS SEIZURES,
MAY ALTER HIS
FEATURES.
WHAT A PRICE TO
PAY FOR CONTROL!



GEORGIE PORGIE,
PUDDIN' PIE.
SEIZURE CONTROL
IS MAKING HIM CRY.
IT'S BEEN QUITE
AWHILE, SINCE
WE'VE SEEN
HIS SMILE.
IS THERE SOMETHING
ELSE HE CAN TRY?



RAPUNZEL, RAPUNZEL
WHAT'S WRONG
WITH YOUR HAIR?
ONCE IT HAD BEAUTY
THAT MADE PEOPLE
STARE.
WHAT HAD BEEN
LUXURIOUS, IS
NOW RATHER CURIOUS
COULD THIS BE CAUSED
BY YOUR SEIZURE CARE?

CIBBY RENY TERPETO #537