

# On Speed Dating and the Single-Page Ad

It's a funny thing about speed dating. You go into a room full of female-hungry males like yourself, all looking to make a sale. Once there, you get two minutes to charm, seduce and convince your chosen candidate that she should buy into you and that you are the best thing for her since her mom introduced her to sliced bread.

I know, I tried it... in another life. As soon as the moderator gave the go-ahead, I hooked into the potential "girl of my dreams" and went for her as if my entire life depended on it. My pedigree, my credentials, my likes and pet peeves, my feelings on kids, marriage, divorce, friends, fashion, sports... it all hit her in one long 120 second breath. I ended up totally dizzy and she, out for the count. I confused her after 10 seconds and lost her for the next 110. In wanting to make sure I forgot nothing, all I achieved was information overkill.

Does this not remind you of some of the ads we see, especially in medical publications? You know the type of ad I mean: the ones with at least three main claims or "unique" product benefits, a strong visual, a would-be engaging headline, pertinent bodycopy, PAAB regulatory points, mice type, corporate branding, Rx&D and PAAB logos... all crammed into a single page.

But mind you, this is a very normal reflex. After all, you just paid for that entire page. So why shouldn't you use every single square inch available to get all your points across? Everyone else seems to do it and we don't see healthcare professionals complaining about it, right?

Of course they're not. But I do not believe it's because they feel this is good advertising. In my opinion, it's simply because the drug or treatment being presented is so important to their patients' welfare, they will read anything you give them on the subject—good, bad, or otherwise.

Does this mean that we should leave well enough alone? Absolutely not!

*Hook me with one thing you want me to remember. Just one. If I'm interested, I'll come after you for the rest!*

If clients and agencies put their heads together a lot more, and worked hand-in-hand as a true team, pharmaceutical advertising, as we know it, would be revolutionized and changed for the better. I believe that all of us who work in marketing and communications strive to create breakthrough advertising and, most of all, advertising that will drive sales to never-before-seen heights.

I know I may well be opening up a whole new can of worms that nobody wants. But hey! Isn't it the role of a creative and inventive agency to tear down the status quo and encourage progress? After all, do you not pay us to bring your product marketing to new levels of impact and efficacy? Do you not count on us to help create revolutionary approaches that stand out from the clutter, especially those of your competitors?



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Just like the girl at the beginning, your single-page ad is looking for a match: the healthcare professional looking to further his knowledge, to see what new developments are available to provide a better quality of life to his patients. And you only have the time it takes to turn the page to achieve this.

If you still have doubts, imagine a single-page ad where you have to sell yourself. One page that will be so powerful and engaging that it will surely make the reader contact you for more information. What would you put in it? **CPM**

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## Announcement

# New Appointments within Pangaea

Joseph Knott, CEO of the Pangaea Group of Companies, is pleased to announce that David Renwick, Paul Babiak and Peggy Cleary have accepted appointments within the organization.



### **David Renwick**

As Director, Pangaea Customized Consulting, David Renwick will be capitalizing on his diverse background and breadth of experience to bring clients a wide array of commercial solutions at all stages of both company and brand life-cycles. David specializes in patient adherence and audience segmentation, targeting and resource optimization.



### **Paul Babiak**

As a Director, Pangaea Customized Consulting, Paul Babiak specializes in competitive intelligence, business intelligence capabilities engineering and business processes optimization including strategic planning, forecasting, segmentation, targeting and performance measurement.



### **Peggy Cleary**

As Director, Pangaea Development & Training, Peggy Cleary specializes in strategic Human Resources, leadership development and improving organizational effectiveness. The Pangaea Group of Companies is comprised of Pangaea Customized Consulting, Pangaea Trade & Logistics, and Pangaea Development & Training, whose principals specialize in designing, developing and delivering services that strengthen people, process and products.