This study analyzed a sample of videotaped direct-to-consumer (DTC) television commercials to determine what types of information-seeking commands were present in the commercials, as well as examining the manifest and latent content of the commercials. Six hours of network television (ABC, CBS, and NBC) were taped during weekdays for a three-week period. The videotapes were then viewed and the DTC commercials were viewed again and transcribed. The transcriptions included both manifest content (e.g. on-screen text and narration) and latent content (e.g. background music and actions of actors in commercials). It was determined that most of the DTC commercials, due to Food and Drug Administration guidelines, have the same general manifest content. The latent content, however, varies according to the clinical indication of the drug being advertised.
MEDICINE FOR WHAT AILS YOU?:
A CONTENT ANALYSIS OF INFORMATION PRESENTED
IN A SAMPLE OF DIRECT TO CONSUMER
TELEVISION ADVERTISEMENTS

By
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Approved by:

Advisor
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Introduction

Product advertising is far from a new phenomenon. However, without a doubt, advertising has become a part of the modern world. Shenk (1997) estimates that consumers are exposed to 3000 advertisements per day. With such a glut of information coming at us from all directions—television, radio, magazines, newspapers, billboards, the Internet—are consumers able to understand and process the information that they are receiving? And do advertisements give us reliable information? If we pay close attention, what are the advertisements really telling us?

The purpose of advertising is to persuade—the purpose of Direct to Consumer pharmaceutical advertising (referred to in this paper, which focuses on Direct to Consumer television advertising, as DTC advertising or DTC commercials and meaning the DTC advertising of prescription drugs), then, is to persuade consumers to purchase an advertised drug. This happens in a rather convoluted fashion with DTC advertising, though, because consumers cannot go out and directly purchase the drug that they have seen advertised on television. They must first make an appointment with their physician and ask him or her about the drug in question, then possibly obtain a prescription for that drug. So, although the primary aim of DTC advertising is to get the consumer to purchase
the drug, perhaps the secondary aim is go urge the consumer to seek out more information about the drug from their health care provider.

DTC pharmaceutical advertising also has an added element of complexity, because the product in question (the prescription drug) may have a direct effect on the consumer’s health. According to Chandra and Holt (1999), “it is very important for pharmaceutical product advertisers to understand that the American public needs a higher quality of advertising from the pharmaceutical industry” than from other industries, because the products being advertised will potentially “directly affect human health.”

The focus of this research is on DTC television advertisements, and the primary question is what kinds of information and/or directions do the DTC television advertisements actually relate to consumers? This research examines how pharmaceutical companies and advertising agencies use the latent and manifest content contained in DTC commercials to persuade consumers to seek information about the advertised product. Of particular interest to this researcher is the actual information-seeking command language used in the advertisements. For example, do all DTC television commercials verbally instruct viewers to “ask your doctor” about the drug being advertised? Do all commercials repeat the phrase, “find out what Flonase (for example) can do for you”? Are there information-seeking words and phrases that are used consistently in DTC television advertising? Further research into the subject of DTC television advertising might include an assessment of whether consumers actually hear,
process, and act on the command words that are presented in DTC television commercials.

The importance of this research lies in the fact that DTC pharmaceutical advertising is relatively new and extensive research has not yet been conducted on any one aspect of the practice. In spite of the lack of comprehensive research, companies are spending increasing amounts of money each year on DTC advertising. Research by Rosenthal, Berndt, Donohue, Frank, and Epstein (2002) revealed that “the greatest percentage increase in spending on direct-to-consumer advertising occurred in spending on television advertising …between 1996 and 2000.” Liebman (2001) reported that in the year 2000, “$1.4 billion was spent on TV advertising, 61 percent of the total direct-to-consumer outlay of $2.3 billion.” According to a 2001 Scott-Levin Direct-to-Consumer Advertising Audit, the 20 pharmaceutical companies that spent the most on DTC advertising spent a total of almost $710 million in the first quarter of 2001. In a 2000 Scott-Levin DTC Audit, a physician survey revealed that a majority (61%) of physicians interviewed said that patients had “initiated conversations by discussing a [DTC] television ad.” From this we can infer that the pharmaceutical companies are assuming that television commercials will reach a wider audience than magazine, radio, Internet, or billboard advertisements and are spending a majority of the portion of their DTC advertising budgets on television ads.

Like many practices, DTC advertising has its critics and supporters. Some critics of DTC advertising feel that the advertisements are deceptive and that the costs of advertising are raising the costs of prescription drugs. These critics feel
that DTC advertisements may falsely lead consumers to believe that, by taking
the advertised drug, their illnesses will be “cured”, or that they may be able to
resume previous activities that have been hampered by a medical condition. On
the other hand, supporters of DTC advertising feel that patients have become
more participatory and informed about their own health. Supporters also feel that
DTC advertising increases consumer awareness of diseases that may otherwise
go untreated—high cholesterol, for example—and that DTC provides more
information to consumers about diseases and therapy options. As spending for
DTC advertising increases, it is important to know how the advertisements
themselves are affecting consumers and if these advertisements are provoking
the desired primary reaction (purchase of the drug in question) and secondary
reaction (seeking information about the drug in question) in consumers.
Historical Background

Pharmaceutical companies have been employing DTC advertising since the mid-1980s, when the Food and Drug Administration (FDA) lifted its moratorium on advertising prescription drugs directly to consumers. Christensen, Ascione, and Bagozzi (1997) state that even “since the late 1960s there has been an emphasis in public policy toward making drug information more widely available to the public.” And according to Everett (1991), “DTC prescription-drug advertising attempts to alter [the American medical] model somewhat by introducing stimulation of patient demand for particular drugs or information about particular drugs into the process.” The traditional American model of health care provision was dominated by the physician, who found himself or herself in a position of receiving great trust and respect from patients; the general consumer mentality was not to question the physician or his or her motives and directions.

Today, consumers are inundated with advertisements and commercials from the popular media for prescription pharmaceuticals, which range from drugs to treat hair loss to drugs which treat more chronic conditions such as diabetes. DTC advertising could be partially responsible for the advent and growth of participatory health care—a model in which consumers assume more responsibility for their own health. Perri, Shinde, and Banvali (1999) purport that
“[f]rom the patient’s perspective, DTC advertising has helped satisfy the need for medical information.”
Literature Review

Research about the impact of DTC advertising on consumers has been conducted in the fields of marketing, advertising, and pharmacy. Each discipline has its own views and issues regarding the practice of DTC advertising and the effects DTC advertising has on the process that consumers use to gather and interpret information about drugs that they are either currently taking or drugs they might potentially ask their physicians or other health care providers for information about. Table 1 below lists the authors of selected pertinent articles along with the perspective and relevant content of the article; some of the articles have the same perspective but have varying content and some have the same content but a different perspective. The table is not comprehensive in that several articles cover numerous aspects of the DTC practice; for example, the meta-analysis articles cover many facets of DTC and were most helpful in that they contained much overview information. And because of the nature of the topic, of course, all of the articles will have information about advertising, but several focused more on the advertising perspective of DTC than on other issues related to the topic.
<table>
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<th>Author Group</th>
<th>Consumer Perceptions of DTC Advertising</th>
<th>Effects of DTC on Consumers</th>
<th>General Info on DTC Marketing/Advertising</th>
<th>FDA/Regulation of DTC Industry</th>
<th>Meta-Analysis of DTC Advertising Practice</th>
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<td>CHANDRA and HOLT</td>
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<td>Everett</td>
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Studies concerning the effects of direct to consumer prescription advertising have been conducted since the mid-1980s. An early meta-analysis of the studies about consumer behavior and the DTC process states that “if DTC advertising of prescription drugs increases the amount and accuracy of the information consumers have about prescription drugs, it could be beneficial” (Sheffet & Kopp, 1990). The authors list three types of information that can be conveyed to consumers by DTC advertising: information about new treatments for specific conditions, information about conditions of which the consumer may have been previously unaware, and general information about the advertised product which would allow the consumer to make a more informed decision. Sheffet and Kopp present concerns about whether or not consumers actually receive and process correct information from DTC ads, and propose several important issues for further study, including “the effects of DTC advertising on physician visits and prescription-seeking behavior…and on overall attitudes about prescription drugs and their usage.”

In the most recent meta-analysis, Rosenthal, Berndt, Donohue, Frank, and Epstein (2002) use data on DTC spending to look at “various types of promotion” and determine that “over the past decade, the pharmaceutical industry has altered its marketing strategies, dramatically increasing the flow of dollars into advertising that targets consumers.” However, pharmaceutical companies continue to place great emphasis on and spend the most money on promoting drugs to physicians. The article provides historical background about the practice of DTC, including the involvement of the FDA and the guidelines this
agency imposed on the practice in 1997. Rosenthal, et al also look at the practice of the promotion of pharmaceuticals by examining spending statistics for promotion to both hospital and office-based physicians, advertisements in 400 professional journals, and detailing, which is defined as “providing information on a product in a face-to-face meeting.” The article also points out that DTC advertising generally focuses on a few products for a variety of therapeutic classes, as opposed to promotion to “professionals, which is used for nearly all brand-name drugs.” The authors examine expenditure statistics for various therapeutic classes of drugs and compare the DTC expenditure data with the promotion to professionals data. The research also concludes that DTC spending for specific pharmaceuticals changes from year to year and also seasonally, as with products for allergies.

Perri, Shinde, and Banavali (1999) believe that “from the patient’s perspective, DTC advertising has helped satisfy the need for medical information.” This article outlines the involvement of patients in their own health care; under the traditional, physician-centered medical model of health care provision, patients did not search for or have to process very much information about possible drug or treatment options because the physician made those decisions for them. In the newer patient-centered medical model, “patients’ decisions are the result of consideration of the issues based on more extensive search and information processing.” Perri et al believe that “research on how DTC advertisements affect the dynamics of the patient-physician relationship and the impact this has on patient health will be essential.”
In another important meta-analysis, Pines (1999) defines the groups that have direct involvement in and have been directly affected by DTC advertising. The groups include the American public, the health care community, members of the pharmaceutical industry, and members of the reimbursement community (insurance companies, managed care organizations, etc.) These divisions are far-reaching and overlapping; all members of the groups are members of the American public, and some members of the pharmaceutical industry group might also be members of the health care community (practicing physicians, pharmacists, or nurses). So although Pines’ delineation of the groups is helpful, the groups and their members are not always as clear-cut as they might seem. Pines determines that in today’s market, patients need information to make informed choices about their own health. The increased interest in new drugs and therapy options is viewed by consumers as novel, new, and miraculous—there are many more options available to patients today than there were a mere 5 years ago, and for the most part, the public is aware of this fact. According to Pines, recent medical advances have changed the manner and channels of health care information dissemination. In this information age, “consumers have access to as much information as physicians about the health care products that serve an integral role in medical care.” Pines also refers to the market factors that have driven the DTC industry—the aging baby boomer population, increased access to information via numerous channels, and the new role of the physician with regard to managed health care—and believes that these factors are here to stay. As a result, DTC marketing is also here to stay.
Matthews (2001) claims that consumers seem to like the fact that, through DTC advertising, pharmaceutical companies are attempting to reach them directly and believes that DTC advertising has helped to enhance the doctor-patient relationship. Matthews, like Perri et al, also discusses the transition of the American health care system from physician-directed or centered to patient-directed or centered. With the advent of managed care, according to Matthews, the traditional physician-patient relationship model could not continue successfully because patients became distrustful and felt that they might receive less than adequate care if their insurers had the final say in treatment or therapy options. At this point, some consumers began to actively seek information regarding drug treatment options from sources other than their physicians, and DTC filled an information void for these consumers. With this shift in the health care provision model, physicians have different challenges as they move from being the sole source of health care information to one of many providers of that information. In the new model of health care provision, insurers, pharmaceutical manufacturers, and health care providers will view patients rather than physicians as the primary consumers of health care goods and services.

Everett’s 1989 study of consumer perceptions of DTC advertising involved 283 Denver, Colorado area residents who were surveyed by telephone; the telephone numbers had been randomly generated and were spread across all area telephone number prefixes. The study participants were presented with a scenario about a hypothetical DTC prescription drug advertisement and then asked questions about the ad—the questions dealt with their response to the
hypothesized ad and their evaluation of the advertised product. The responses were then correlated with questions about levels of education/demographics and questions about participants’ behavior with regard to their interaction with their physician. The study determined that people who rely most heavily on magazine ads for information about prescription drugs are more likely to ask about and discuss an advertised product with their doctor. The data also suggests that generally, consumers will make decisions about prescription drug products based partially on information they receive from media sources (via DTC advertising) and partially upon information received through the “traditional channels of drug information dissemination: health care professionals” (Everett 1991).

In another study of consumer perceptions of DTC, Peyrot, Alperstein, Van Doren, and Poli (1998) created a model to study consumer prescription drug knowledge and drug brand requesting behavior. The study identified four factors that influenced consumer knowledge and behavior: demographics, media exposure, attitudes toward DTC prescription drug advertising, and awareness of prescription DTC advertising. In a random digit dialing telephone survey, 440 participants were interviewed; the sample population characteristics were closely aligned with the national population characteristics. The researchers analyzed two independent variables: how many advertised drugs (quantitative variable) were recognized by the participant and whether the participant had ever asked for an advertised prescription drug (binary variable). The researchers discovered that there was a significant relationship between gender and education and drug requests—females and more highly educated participants were more likely to
request specific drugs because “drug manufacturers direct prescription drug ads at women, whereas education empowers consumers to approach their physicians.” The limitations of this research were that it did not examine contextual factors such as types of health care coverage or whether consumers had a regular doctor. The study suggests that further research could be conducted about the effects of DTC prescription advertising in a natural setting; however, no suggestion was given for what natural setting the researchers had in mind. I assume that they mean observing actual doctor-patient meetings or consumer behavior at the pharmacy counter.

Chandra and Holt (1999) conclude “pharmaceutical advertising is one of the most important kinds of advertising that can have a direct impact on the health of a consumer.” The authors believe that, because DTC advertising directly affects consumers and their health that the pharmaceutical industry has an added responsibility to make sure that consumers can actually understand and process the information provided in DTC ads. There is concern about DTC ads creating demand for products that are not appropriate and that consumers should bear in mind that DTC advertising is just that—advertising. Since the primary aim of advertising is to persuade consumers to purchase products, Chandra and Holt feel that some DTC ads are not the best source of factual consumer information, especially in light of the fact that “most consumers are NOT sufficiently informed to assess the accuracy or truth of a [DTC] advertisement.”
Naude (1998) agrees with Chandra and Holt. She states that one of the primary goals of DTC advertising is to increase consumers’ brand recognition, and this impact has been noticeable in that more physicians are reporting that consumers are requesting prescriptions for brand name drugs. DTC advertising is having the most noticeable impact on understanding conditions that consumers can relate to, are interested in, are confronted with and can understand. One exception, however, is the recent trend of patients requesting information about drugs for conditions that typically do not have specific symptoms, such as high cholesterol. There is concern, however, that physicians and pharmacists cannot provide adequate protection for consumers against what might be deceptive DTC advertising and that the consumers might not have access to the information they really need as opposed to the information presented in a DTC advertisement.

Weissman discovered that pharmaceutical companies, through DTC advertising, are attempting to develop relationships with consumers, and consumers appreciate this fact. This relationship marketing has been working well for pharmaceutical companies; an example of the benefits to both consumers and pharmaceutical companies is the FDA mandated toll free number that DTC television commercials are required to provide. Consumers can call the number to request and/or receive more information, while pharmaceutical companies regard these calls as a valuable way to strengthen consumer relationships and promote brand loyalty.
Fox’s article deals with the regulatory aspects of DTC advertising. The FDA is the governmental body that regulates and polices DTC advertising, but several states have introduced DTC-related legislation. State governments are concerned about the implications of DTC advertising, particularly regarding the amount of money spent by pharmaceutical companies on DTC advertising and how this might affect drug costs. States have also discussed legislation regarding developer and manufacturer liability in instances where DTC ads are not altogether clear about the potential risks of particular products.

Holmer (1999) and Hollon (1999) take opposing views on the issue of DTC advertising. Holmer, who was the president of the Pharmaceutical Research and Manufacturers of America in 1999, believes that DTC advertising empowers consumers by “educating them about health conditions and possible treatments.” Holmer states that DTC advertising is partially responsible for improving public health because it encourages consumers to communicate with their physicians. Not surprisingly, he feels that “increased use of pharmaceuticals will improve public health” and that pharmaceutical companies have a responsibility as well as a right to inform people about products that are available. One of the valuable effects of DTC advertising, according to Holmer, is that consumers are becoming more responsible for their own health. Hollon, on the other hand, believes that the pharmaceutical industry is more concerned with the bottom line than with public health concerns. “The industry, which has made important medical contributions, exists because it is profitable. However, as the profit motive can affect the content of information in advertisements, the
public health value of DTC marketing should be examined…” Hollon feels that neither physicians nor patients are “immune to marketing”, but that physicians have the training and knowledge sufficient to be able to determine if advertisements are factually correct whereas patients do not have the full body of knowledge that might be required to interpret some of the pharmaceutical promotional materials (advertisements, brochures, package inserts, etc.) Hollon states that “…if the primary effect of [DTC marketing] is to create consumer demand, then…DTC marketing is not good for patients, physicians, or the public’s health.” Hollon favors more independent studies of the effects of DTC advertising and, until that occurs, stronger FDA regulations.
Methodology

The sample for this study consisted of a total of 90 hours of videotaped network television programming. The major networks—ABC, CBS, and NBC—were chosen due to the fact that virtually everyone who owns a television has access to these networks at no charge. Each network was taped twice a day (during two three-hour time blocks: 11 a.m. to 1 p.m. and 8 p.m. to 11 p.m.) for one 5-day work week, thus resulting in 6 hours per day of videotape. For the videotaping, the networks were arranged by alphabetical order; that is, ABC for the first week, CBS for the second week, and NBC for the third week.

Operational definitions for the purposes of this research were Direct to Consumer Pharmaceutical Advertising—television commercials for prescription drugs and Information seeking commands—words or phrases used in the commercials that direct the viewer to some form of information-seeking action.

After videotaping was completed, the researcher watched the 90 hours of tape and transcribed each unique DTC television advertisement (see Appendix A for transcripts of advertisements). The researcher then evaluated and analyzed DTC television commercials for manifest and latent content; manifest content being the “visible, surface content” and latent content being the “underlying meaning” (Babbie, 2001) using the commercial itself as the unit of analysis. The analysis of the manifest content included examining words and/or phrases used
in the advertisements that direct the viewer to some form of information-seeking action. Manifest content analysis also included onscreen words and/or graphics that directed viewers to other information sources, for example toll free telephone numbers or URLs. The latent content differed from commercial to commercial; however, each advertisement was evaluated for such latent content as music and/or musical lyrics, actions of the actors in the commercial, and the visual scene set in the commercial. During the course of research, the mandatory presentation of the risks and benefits of advertised products was also examined to determine if the information is presented in lay language or in medical terms that might not be understood by the average television viewer.

This research is limited by the fact that it focuses only on DTC television advertisements. Further research might include comparisons of the content of DTC television and radio commercials, and the comparison of the content of DTC print advertisements (in magazines, in brochures, on billboards) to the content of more interactive forms of DTC advertisement such as web pages. Another limitation of this research is that it deals only with the advertisements themselves, and not the consumers’ actual responses to these advertisements. Previous research, including Everett and Peyrot et al, has touched on consumer awareness and consumer recognition of specific DTC advertisements (mostly print ads). But it would be interesting to determine exactly what form of action consumers take when asking their health care professional about a particular drug and/or DTC commercial (this could be done through consumer interviews or surveys). Another limitation of this research is that it centers exclusively on
major network television—the three big television stations—ABC, CBS, and NBC. As a result of casual observation, the researcher noted that there are numerous DTC advertisements on the other “network” television channels—FOX, PAX, and WB—and also on cable television channels. There is also the constraint of predetermined network programming to be taken into account. For example, during the fifteen weekdays of videotaping, there was special programming on two channels—the President’s State of the Union Address, a one time event, and the 2002 Winter Olympics, which was ongoing during evening programming for the week of NBC videotaping.
Results

This study examined several aspects of recently aired and viewed DTC television advertisements. The data collected was initially analyzed for basic information about the commercials themselves and what commercials were shown during what time slots. This preliminary analysis included information regarding total number of products advertised, number of unique commercials aired, the day and time slots in which the most number of commercials aired, and the network on which the most number of commercials aired.

A total of seventy-five DTC commercials were aired during the three-week videotaping period (see Appendix B). This number indicates that, on average, one DTC commercial aired approximately every hour and fifteen minutes. Of the seventy-five commercials aired, only twenty products for a total of fourteen indications or health conditions were advertised (see Table 2 below).
Table 2  Advertised Products by Brand Name and Advertised Indication

<table>
<thead>
<tr>
<th>Drug</th>
<th>Advertised Indication</th>
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<tbody>
<tr>
<td>Advair</td>
<td>Asthma</td>
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<tr>
<td>Allegra</td>
<td>Seasonal Allergies</td>
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<td>Ambien</td>
<td>Insomnia</td>
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<td>Celebrex</td>
<td>Arthritis</td>
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<td>Detrol LA</td>
<td>Overactive Bladder</td>
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<td>Diflucan</td>
<td>Vaginal Yeast Infection</td>
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<td>Flonase</td>
<td>Nasal Allergies</td>
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<td>Imitrex</td>
<td>Migraine</td>
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<td>Lipitor</td>
<td>Elevated Cholesterol</td>
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<tr>
<td>Nexium</td>
<td>Gastroesophageal Reflux</td>
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<tr>
<td>Orthotri-cyclen</td>
<td>Female Birth Control</td>
</tr>
<tr>
<td>Paxil</td>
<td>Generalized Anxiety Disorder</td>
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<tr>
<td>Plavix</td>
<td>Anti-clotting/Anti-platelet</td>
</tr>
<tr>
<td>Serevent</td>
<td>COPD (Bronchitis/Emphysema)</td>
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<tr>
<td>Singulair</td>
<td>Asthma</td>
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<tr>
<td>Viagra</td>
<td>None advertised [Erectile Dysfunction]</td>
</tr>
<tr>
<td>Vioxx</td>
<td>Arthritis</td>
</tr>
<tr>
<td>Zocor</td>
<td>Elevated Cholesterol</td>
</tr>
<tr>
<td>Zoloft</td>
<td>Depression</td>
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<tr>
<td>Zyrtec</td>
<td>Multisymptom Allergies</td>
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</table>

It is interesting to note that several of the products had more than one unique commercial (see Appendix C). For example, Singulair, a drug that treats asthma, aired two different one-minute commercials. The first was targeted toward adult sufferers of asthma and featured a young woman who had a family to take care of but was also a teacher and responsible for numerous students as well. The second Singulair commercial was targeted at parents of children with asthma. This commercial featured a young boy with his friends and his dog, playing ball on a dusty baseball diamond, and fishing from the grassy bank of a lake. Several other products had variations on commercials, although some of the variations were merely shorter versions of the minute long commercials (the 15 second and the minute long Vioxx commercial with Dorothy Hamill, for
example). Of particular interest is the fact that the 15 and several of the 30-second commercials do not specifically state the indication of the advertised drug. In these commercials, the information-seeking commands are the most important aspect of the commercial. The commands instruct viewers to “ask [their] doctor” if the drug is right for them, and some commercials offer free samples of the drug, and tell the viewer to “find out if a free sample is right for you”. In order to actually find out if the drug is right for them without doing further research on their own, the viewer must then make an appointment to see their physician.

There were only three commercials with “celebrity” spokespersons. Dan Reeves, the Atlanta Falcons NFL head coach, endorses Zocor, a cholesterol-lowering drug in both a 15 second and a minute long commercial. The Olympic medallist figure skater Dorothy Hamill touts the benefits of Vioxx, a drug indicated for arthritis—she, too, stars in a 15 second and a minute long spot. And NASCAR driver Mark Martin promotes the erectile dysfunction drug Viagra (in addition to driving the Pfizer Viagra car on the NASCAR circuit) in a 30 second commercial. One surprising result of this analysis was that there were not more celebrity spokesperson advertisements aired during the taping period.

Of the 75 total commercials aired during the videotaping period, the most commercials aired on CBS (see Appendix B). CBS aired 33 DTC commercials, ABC aired 23, and NBC aired only 19. The low number of commercials aired on NBC is likely due in part to the special programming during the evening hours of videotaping (2002 Winter Olympics).
As the FDA mandates what kind of information must be included in DTC commercials (information such as alternative sources of information and direct contact information), each commercial basically had the same manifest content presented. The commercials all used narration and on-screen text to impart this information to consumers; the ads presented toll-free telephone numbers, URLs, and directed consumers to see print advertisements in specific magazines. The narration in the commercials often corresponded to the on-screen text, with additional phrases such as “ask your doctor”, “talk to your doctor”, “ask your doctor or pharmacist for more information”, “call your doctor”, and other variations on this information-seeking phrase.

In examining the DTC commercials for latent content, the commercials themselves were divided into groups by their clinical indication. The latent content of the commercials was, for the most part, very similar in commercials for drugs that had the same clinical indication. The commercials were been divided into 14 groups—Asthma, Allergies, Insomnia, Arthritis, Overactive Bladder, Yeast Infection, Migraine, Elevated Cholesterol, Gastroesophageal Reflux, Female Birth Control, Chronic Anxiety, Anti-clotting/Anti-platelet, Erectile Dysfunction, and Depression. Within each group, the commercials were then analyzed for latent content.

The commercials for drugs indicated for asthma and/or chronic obstructive pulmonary disease (COPD) included those for Advair, Serevent, and Singulair. This group of commercials showed actors portraying asthma sufferers who, because they took the advertised drug, were able to overcome their asthma or
COPD. The actors did things such as climb hills, play outside, or resume daily activities. The Advair commercial opens with the music “Ain’t no mountain high enough…” In the commercial, a woman is shown walking alone in the desert, with the idea being that deserts are hot, dry, dusty places that would most certainly trigger an asthma attack. The woman in the commercial is then joined by her family and they play in the dusty desert and pick up feathers—dust and feathers might also cause the onset of an asthma attack. The family proceeds to climb up onto a pueblo-type structure using ladders and stairs, until they reach the top and stop to look at the sunset while taking deep breaths. This scene indicates that if an individual suffers from asthma and takes Advair, they will also be able to climb up stairs and ladders with no breathing problems.

The commercial for Serevent focuses on Fred, an elderly gentleman who is having trouble breathing. He has to miss one of his favorite activities, reading to children at the library, because of his COPD. After Fred takes his Serevent, he is able to get up, get dressed, and go to the library to read to the kids. Fred is then shown picking children up and hugging them. The latent message is that if you suffer from shortness of breath associated with COPD, you can take Serevent and be able to do the things you usually do.

There were two unique commercials for Singulair; one centered around an adult and one around a child—showing that Singulair is safe for children. The first commercial shows a young boy who suffers from asthma. He has a dog (pets can often be the cause of asthma attacks), brothers, and friends. The boy is in his room with the window open (open window can let in dust and pollen,
which can also trigger asthma attacks), then outside playing under a tree with his friends. The latent message is that if your child suffers from asthma, he or she can lead a normal life if he or she takes Singulair. The second Singulair commercial is about a woman with a family. She is a teacher, who is exposed to chalk dust and regular classroom dust every day; dust can exacerbate asthma symptoms. Latent content in the commercial is that the woman can walk her dog, take care of her family, teach class, and take her students on a field trip to the zoo because Singulair controls her asthma.

The second group of commercials advertised drugs for allergies. These drugs included Allegra, Flonase, and Zyrtec. This group of commercials showed allergy sufferers (played by actors) doing things they would not normally be able to do—playing with dogs, being outside surrounded by grass and plants, and being able to deal with reactions to dust and other indoor allergens. The commercial for Allegra features a woman at her son’s soccer game. She looks miserable; her eyes are watering and she is wiping her nose. The woman is not enjoying herself because she is outside, amidst grass, pollen, molds, and other allergy-causing matter. The woman is shown at another soccer game—this time, she is cheering, laughing, and clapping because taking Allegra has relieved the symptoms of her allergies.

The commercials for Flonase specifically stated that the drug is for “nasal allergy symptoms”, and there were three unique commercials for Flonase. In a 15 second commercial, a woman is shown bulldozing her yard, getting rid of all the grass, plants, and flowers. In a 30 second commercial, a man is sneezing as
he hooks up a huge vacuum to a window of his home and sucks everything out of his living room—he sucks up curtains, furniture, papers, plants, carpets, and everything else). In the third commercial, which is a 30 second spot, a family is standing on the porch of their home, waving goodbye to their dog, cat, and yard, as their home is hauled away on a flatbed truck and deposited in the middle of a parking lot. The latent message in all of these commercials is that Flonase can relieve you of your nasal allergy symptoms that are caused by pollen, dust, or pets.

The commercial for Zyrtec was the only one that was in all black and white; however, the Zyrtec banner (see Appendix A for definition of banner) is bright green, most likely so that the drug name will stand out. There is a woman sitting on her bed next to her dog, and there is a large plant in the background. The woman mentions her specific allergies and then goes on to say how Zyrtec is approved for indoor and outdoor allergies. The woman then packs up the dog in a bag and they go to a park, where they run and play in the grass. The woman is able to keep her dog and take him to the park because she switched to Zyrtec.

There was only one drug for insomnia advertised during the videotaping period, and that was Ambien. There were, however, two unique commercials for Ambien, but the 15-second commercial had many of the same visual components as the one-minute commercial. The commercials both point out the differences between night and day, and sleeping and waking by using shots of the sun and moon, flowers opening in the daylight, puppies waking up and getting out of a basket, birds going to sleep and waking up, and the sun coming
up over a neighborhood. The latent meaning of this commercial is that, if you suffer from insomnia and take Ambien, you can put yourself back on a regular sleep/wake cycle.

The commercials for arthritis included those for Celebrex and Vioxx. The commercial for Celebrex was a 15-second commercial that gave no indication for the drug, and was merely a commercial advertising the fact that Celebrex was a supporter of the 2002 Winter Olympic Games. There was nothing relating to the treatment of arthritis in the commercial. The commercials for Vioxx, however, did include latent content. The 15-second commercial was just a shorter version of the minute long commercial featuring Dorothy Hamill. Hamill was shown doing warm up exercises and stretches, bending over to lace up her ice skates, and stepping out onto the ice rink and skating. The latent message was that if you take Vioxx for arthritis, you could do the things you usually do without pain.

The commercial for Detrol LA was the only commercial shown for overactive bladder. Again, the 15-second commercial was an abbreviated version of the minute long commercial and showed only the woman golfer. In both commercials, the background music had the words “gotta go, gotta go, gotta go right now.” In the minute long commercial, people were shown looking uncomfortable while performing activities that generally take up a lot of time—playing a round of golf, sitting through a presentation at work, sleeping through the night. After taking Detrol, the people are no longer uncomfortable performing these tasks, and can play a round of golf, sit through a presentation, and sleep through the night with no trouble.
Diflucan was the only drug advertised for yeast infection. There did not seem to be a lot of latent content in this commercial, except that the Diflucan pill is compared several times to Monistat cream, which is another form of treatment for vaginal yeast infection. The suggestion here is that a Diflucan tablet is easier and more comfortable to administer as opposed to a vaginal cream.

The commercial for Imitrex was the only one that advertised a drug for migraine headache. The commercial features a woman who is driving a van full of children on a camping trip. She is in such pain from her migraine headache that she has to pull the van over on the side of the road and get out of the van. She shields her eyes from the sun, and winces as an 18-wheeler drives past and honks. A model of a human head is shown, representing how Imitrex targets migraine pain. The model then turns into the woman’s face, and the woman begins to smile. The woman is then shown playing with the campers and sitting around a campfire singing and clapping. The message contained in this commercial is that if you suffer from migraine headaches and take Imitrex, you will be able to get on with your life.

Two of the drugs advertised are indicated for the treatment of elevated cholesterol—Lipitor and Zocor. The latent content in the commercial for Lipitor focuses on the fact that anybody can have high cholesterol. A very handsome man who looks like he is in perfect physical condition is shown walking by the side of a pool while two women watch him. The man smiles at the women and begins doing stretching exercises while the women continue to look on. The man then dives into the pool, but instead belly flops.
There were two commercials for Zocor; the 15-second commercial is again a shorter version of the minute long one. Both feature Dan Reeves, the head coach of the National Football League’s Atlanta Falcons. The 15-second commercial shows Reeves playing football with children. The one-minute commercial shows Reeves coaching men playing football, and then coaching children playing football. In the commercial, Reeves says that after bypass surgery, he needed to lower his cholesterol. The commercial shows Reeves doing things that he did before bypass surgery, and is still able to do after bypass surgery and by lowering his cholesterol with Zocor.

The only product that was advertised for gastroesophageal reflux was Nexium. There was a 15-second commercial, which does not give the indication for the drug, and therefore has no real latent content. The minute long commercial has close-up shots of men and women of different ages standing by a gray, rocky shoreline. As the men and women talk about persistent heartburn and how Nexium can heal erosions in the esophagus, the rocks on the shoreline come together, indicating a healing process. The latent content here points out that persistent heartburn and possibly eroded esophagus can happen to anyone, and that Nexium can help.

There were two unique commercials for Orthotri-cyclen, which is a drug indicated for female birth control. Both commercials have the background music “this will be an everlasting love, this will be the love I’ve waited for…” And both commercials show sets of couples (men and women) doing various activities—dancing, hiking, and sightseeing. On the screen, there is text stating how long
the couples have been married, with the underlying meaning that no matter how long you have been with your partner, Orthotri-cyclen can work for you. The commercial also mentions that Orthotri-cyclen has been proven to help clear up moderate acne, and as the narrator says this, there is a close-up shot of a woman’s clear-skinned face.

There were two unique commercials for Paxil, which was the only anti-anxiety drug advertised during the videotaping period. Both commercials were the same in that they have vignettes of people who are affected by chronic anxiety—in the first commercial, sufferers of chronic anxiety are shown on screen, talking about how they are constantly worried and/or anxious. In the second commercial, family members (daughter, husband, wife) of those who suffer from chronic anxiety ask questions about why the sufferer is so tense or worried. After taking Paxil, the worriers are shown looking relaxed and happy, and those whose family members were concerned are shown looking at ease with their daughter, husband, or wife. The latent content in this commercial indicates that if an individual suffers from chronic anxiety and takes Paxil, they will be more comfortable with themselves, their families, and their daily lives.

Plavix was the only drug advertised as an anti-clotting therapy, and there were two unique commercials for Plavix. The commercials both portrayed elderly individuals who had suffered from a stroke and a heart attack. The first commercial shows an elderly man sitting on the edge of a lake fishing. It appears as though someone is sneaking up on the man, and it turns out to be his grandsons. The grandsons jump off the bank into the lake and urge the man
(Grandfather) to get in with them, which he does. The second Plavix commercial shows an elderly woman (Grandmother) gardening. Her grandchildren sneak up on her as well, and they help her in the garden and then all play together. The latent content indicates that if you have had a heart attack or stroke and take Plavix, you will be around to enjoy life for much longer.

The one commercial for Viagra gave no indication for the drug. The setting for the commercial is a racetrack, and Mark Martin, a NASCAR driver, advises consumers to ask their doctors about Viagra while a car races around the track. The latent content in the commercial is rather vague; it can be inferred that this drug is for men rather than women because of the spokesperson and the setting, although some consumers might not realize the inference.

The one drug advertised for depression, Zoloft, was the only commercial that did not use actors; rather, it was an animated commercial. An egg-shaped character is shown looking sad and wandering around in the night, as the narrator describes the symptoms of depression. The following day, after learning about Zoloft, the character is shown in the daylight with a much happier expression. The underlying meaning is that if a consumer suffers from depression, his or her life can be made brighter by taking Zoloft.
In 1999, the Food and Drug Administration published its rules for DTC advertising in Guidance for Industry: Consumer-Directed Broadcast Advertisements. These guidelines apply to companies who wish to advertise “prescription human and animal drugs directly to consumers through broadcast media, such as television, radio, or telephone communications systems.” (U.S. Department of Health and Human Services, Food and Drug Administration, 1999). The guide outlines stringent rules that all companies must follow in their DTC advertising. Commercials must include the risks and benefits of the advertised product, alternative sources of information must be mentioned and ways for obtaining the alternative sources of information must be provided (package inserts, brochures, etc.)—the list goes on and on. As a result, companies are constrained in the tactics that they can use in advertising to influence consumers and their information-seeking behaviors, and the FDA issues warnings to companies that are not in compliance.

For example, the Pharmacia Corporation recently had to change one of its DTC commercials for Celebrex, an anti-inflammatory used in the treatment of arthritis; part of the latent content of the commercial was the background music, which had the lyrics “do what you wanna do”. The FDA felt that the statements made in the lyrics were misleading, because taking Celebrex might not allow
potential consumers to do whatever they wanted. The song lyrics were changed, and now the background music lyrics are “come on and celebrate” rather than “do what you wanna do”.

In examining the sample DTC television advertisements, it should be noted that as far as the manifest content of each commercial is concerned, all advertisements follow basically the same format in that each commercial contains the required elements and statements regarding alternative information sources. All commercials contain risk and benefit information about the advertised drug, and the lengthier commercials all have information about the indication of the advertised drug.

The latent content of the commercials is more of a gray area—it is within the latent content that the pharmaceutical companies and their advertising partners are able to present more subjective information about what their particular product might be able to do for the consumer. The Advair commercial, for example, shows a woman with asthma walking with her family in the desert, playing with feathers, and climbing ladders and steep hills. The commercial does not explicitly state, however, that if an individual takes Advair to help control asthma that they are guaranteed to be able to climb steep hills or ladders or play in the desert.

It is important to remember that the consumer’s physician or other health care provider will always be the intermediary in the DTC advertising scenario, and thus has a large potential impact on future information-seeking behaviors of consumers. Television commercials cannot give exhaustive information,
although, due in part o FDA requirements, it seems as if some attempt to do so by rattling off long lists of benefits and possible side effects that may or may not be easily understood by the average layperson. Several of the commercials relate the risk information in a manner that might not be understood by all consumers. For example, in the advertisement for Paxil, the narrator says, “people taking MAOIs or thioridazine should not take Paxil.” MAOIs are a class of drugs and consumers might not be aware that they are actually taking one of them.

Much of the recent literature agrees that DTC advertising seems to have benefited the consumer in the areas of the patient-physician relationship and patient-physician communication. Researchers seem to believe that in many ways, providing the general public with more information about prescription drugs is beneficial to consumers, as long as consumers are receiving the correct information and are fully apprised of the risks and benefits of the drug. Researchers also seem to tentatively agree that consumer demand for information, especially with regards to personal health and health care options, will increase. With pharmaceutical companies spending increasing amounts of money on DTC advertising, it stands to reason that the DTC advertising industry will continue to grow for as long as the companies find the practice economically beneficial. With the growth of the industry, there will be more target markets, meaning that more consumers may potentially receive initial drug information from mass media sources. The literature also indicates that consumers are paying attention to the information that they receive from DTC advertising—this
“rise in ‘medical consumerism’ is due in part to the increased availability of information, which has empowered patients and enabled them to participate in decisions concerning their health care” (Perri et al, 1999). By all accounts, there are many opportunities for further study of the fascinating field of DTC advertising and its impact on consumer behavior.
APPENDIX A

Transcripts of Commercials

The transcripts of the videotaped commercials are arranged in the following way: Words spoken by actors in the commercials or by narrators are aligned with the left margin. Latent content describing the actors’ actions and/or the material on the television screen are indented. Also indented is the on-screen manifest content (e.g. URLs, telephone numbers, information seeking commands), which is usually located at the bottom of the television screen.

Abbreviations are as follows:

<table>
<thead>
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<th>Abbreviation</th>
<th>Description</th>
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<td>BOTTOM OF SCREEN</td>
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<tr>
<td>ON TELEVISION SCREEN</td>
<td>on screen</td>
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</tbody>
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Definition: “Banner” is used to indicate the product logo, which includes the brand name of the drug, the generic name of the drug, and any accompanying illustration/coloration.

1 minute commercial for Advair

Female narrator: Asthma was only going so far and always wanting to go further
  Woman alone walking in desert
  Music: “ain’t no mountain high enough”
Female narrator: Today there is Advair.
  Close-up of Advair Diskus
  Advair banner BOTTOM OF SCREEN
Female narrator: Advair is clinically proven to increase symptom free days.
  Woman is joined by family in desert, where they look for feathers and pick up sticks
  First and only ON TELEVISION SCREEN
Female narrator: Because Advair is the first and only product to effectively treat the two main components of asthma: airway constriction and inflammation.
  Diagram of bronchial constriction and inflammation
  Will not replace fast acting inhalers BOTTOM OF SCREEN
Female narrator: No other single product does that.
  Picture of Advair Diskus
  Twice a day, every day BOTTOM OF SCREEN
Female narrator: Advair won’t replace fast acting inhalers for sudden symptoms
Woman and family walking up hill
Available by prescription for patients 12 and older BOTTOM OF SCREEN
Female narrator: And should not be taken more than twice a day. People switching from an oral steroid like Prednisone to Advair, which contains an inhaled steroid, need to be especially careful.
Woman and daughter climbing ladders into pueblo-type ruins
See our ad in fitness magazine BOTTOM OF SCREEN
GlaxoSmithKline symbol TOP OF SCREEN
Female narrator: While adjusting to the switch, your body may not be as able to heal after surgery, infection, or serious injury. If you have heart or blood pressure problems, tell your doctor.
Call to learn more or ask your doctor BOTTOM OF SCREEN
Female narrator: Some people may experience a change in heart rhythm. See your doctor if your asthma does not improve. Ask your doctor if your asthma does not improve.
Woman and family have reached the top of the pueblo and look out over the dessert
Music lyrics come on again “ain’t no mountain high enough”
1 800 4 advair
www.advair.com BOTTOM OF SCREEN
Female narrator: Advair. Because life should take your breath away, not asthma.
Woman smiles and inhales deeply
Advair banner BOTTOM OF SCREEN

30 second commercial for Allegra
~dramatic music
Children’s playing a soccer game on a soccer field
Shot of parents watching game and cheering
Close-up of woman looking miserable
Male narrator: Low interest or high pollen?
Close-up of woman’s sad looking face, with cheering mother behind her
Low interest or high pollen? ON TELEVISION SCREEN
Male narrator: If you’re one of millions who suffer from seasonal allergies, you may need Allegra.
Woman is pressing on face and eyes, trying to relieve pressure
Male narrator: Only Allegra has Fexofenadine, an exclusive allergy-fighting ingredient...
Close-up of Allegra bottle with Allegra banner
Available by prescription only BOTTOM OF SCREEN
Male narrator: That gives you 24 hour long lasting relief without causing drowsiness.
Close-up of hand pouring out an Allegra pill into palm
Close-up of Allegra pill in palm
24-hour relief BOTTOM OF SCREEN
Male narrator: For people 12 and older
Shot of children playing soccer
Close-up of woman smiling and clapping
Non-drowsy BOTTOM OF SCREEN

Male narrator: Side effects are low, and may include headache, cold, or back pain.
Close-up of woman smiling and clapping
See our ad in Health magazine BOTTOM OF SCREEN

Male narrator: Talk to your doctor about allergies and free Allegra samples
Woman is high-fiving son and giving him a hug; both are smiling and laughing
Talk to your doctor about Allegra BOTTOM OF SCREEN

Male narrator: Once daily Allegra. Real relief for real living.
Woman and son walk off together
Allegra banner ON TELEVISION SCREEN
Once daily above banner
Real relief. For real living. Under banner
allegra.com BOTTOM LEFT OF SCREEN
1-800-allegra BOTTOM RIGHT OF SCREEN

15 second commercial for Ambien
Female narrator: If you are one of the millions of Americans
Shot of sun coming up over hilly neighborhood
Female narrator: who want to get back into the rhythm of life
Shot of puppies crawling out of a basket as the sun shines in the window
Female narrator: Ask your doctor about Ambien
Close-up shot of flower opening as sun shines on it
Female narrator: Or call toll free
Shot of birds in a nest as the morning sun shines on them
Ask your doctor or pharmacist for more information about Ambien BOTTOM OF SCREEN
Female narrator: 1-877-9-AMBIEN
Gray screen
Ambien banner ON TELEVISION SCREEN
Call toll free 1-877-9-AMBIEN under banner
www.ambien.com BOTTOM OF SCREEN
Searle BOTTOM RIGHT OF SCREEN

1 minute commercial for Ambien
~soothing, sleepytime music throughout commercial
Female narrator: There is a rhythm to life.
Shot of Earth moving in front of the sun
Shot of flower cleft of screening up at night
Female narrator: We sleep at night and wake in the morning
Female narrator: It’s this sleep cycle that helps keep us in a healthy balance

Female narrator: But for millions of Americans, sleep doesn’t always come easy

Female narrator: Fortunately, there’s Ambien. Ambien is a prescription sleep aid that can help you get a full night’s sleep.

Female narrator: With Ambien, you fall asleep fast, stay asleep longer and generally wake without feeling groggy the next morning

Female narrator: No wonder Ambien is the #1 prescribed sleep aid in America

Female narrator: Until you know how Ambien will affect you, you shouldn’t drive or operate machinery

Female narrator: You shouldn’t take it with alcohol

Female narrator: Patients who abuse prescription sleep aids may become dependent

Female narrator: Prescription sleep aids are most often taken for 7-10 days as needed

Female narrator: Your doctor will advise you about taking them longer

Female narrator: Take Ambien only when you can devote a full night to sleep and wake up rested and ready to start your day. Talk to your doctor about Ambien
Talk to your doctor BOTTOM OF SCREEN
Female narrator: Ambien. Works like a dream.
  Ambien banner
  Works like a dream under banner
Call toll free 1 877 4 ambien BOTTOM OF SCREEN
www.ambien.com BOTTOM OF SCREEN

15 second commercial for Celebrex
~music-soft dramatic music which changes into “Celebrate, celebrate” during the commercial
Male narrator: They are the people who make it possible. The men and women behind the scenes. The true spirit of the Olympic winter games.
  Uniformed man walking through a tunnel to an ice rink filled with people
Male narrator: Ask your doctor about Celebrex
  Man then drives Zamboni machine while waving to crowd.
  Ask your doctor BOTTOM OF SCREEN
  White screen with Celebrex banner ON TELEVISION SCREEN
  Official supporter of the 2002 U.S. Olympic Team BOTTOM OF SCREEN
  2002 Winter Olympic logo

30 second commercial for Detrol LA
~music “gotta go, gotta go, gotta go right now, gotta go, gotta go, gotta go”
  Overactive bladder BOTTOM OF SCREEN
  Two women on a golf course. One is lining up a putt, the other one is fidgeting and crossing her legs and looking uncomfortable. Then the sprinklers on the golf course come on.
  Often going more than 8 times in 24 hours BOTTOM OF SCREEN
Uncomfortable looking woman: “I have to go now!”
  She races off to the golf cart and peels out while her golf partner (friend) looks puzzled.
  Frequent sudden urges BOTTOM OF SCREEN
Male narrator: If you’ve always got to go, ask your doctor about Detrol LA. It’s been proven effective for overactive bladder.
  Picture of bottle of Detrol bottle
  See our ad in health magazine BOTTOM OF SCREEN

On another day, Golf partner asks previously uncomfortable looking woman “need a break?”
Previously uncomfortable looking woman replies: “not right now”
www.detrolLA.com BOTTOM OF SCREEN
Male narrator: You shouldn’t take it if you have stomach, urinary, or glaucoma problems. The most common side effects are dry mouth, constipation, abdominal pain, and headache.
Women are having fun putting
To learn more, ask your doctor BOTTOM OF SCREEN
1 888 4 detrol BOTTOM OF SCREEN"
~music “and I don’t have to go right now.”
Male narrator: Detrol LA-when you’ve always got to go
Detrol LA banner ON TELEVISION SCREEN
For overactive bladder BOTTOM OF SCREEN

1 minute commercial for Detrol LA
~music “gotta go, gotta go, gotta go right now, gotta go, gotta go, gotta go” continues throughout the commercial
Two women on a golf course. One is lining up a putt, the other one is fidgeting and crossing her legs and looking uncomfortable. Then the sprinklers on the golf course come on.
  Overactive bladder BOTTOM OF SCREEN
  Often going more than 8 times in 24 BOTTOM OF SCREEN
Uncomfortable looking woman: “I have to go now!” She races off to the golf cart and peels out while her golf partner (friend) looks puzzled.

Male narrator: If an overactive bladder makes you go and go and go, go to your doctor and ask about Detrol LA

Scene shifts to business meeting with executives around a conference table—one person is presenting. Focus on woman executive, who is shifting uncomfortably in her chair, tapping her pen and crossing her legs nervously
  Often going more than 8 times in 24 hours BOTTOM OF SCREEN
  Focus on woman looking very unhappy
  Frequent sudden urges BOTTOM OF SCREEN
  Woman gets up and leaves conference table as male executives look surprised

Scene shifts to woman in bed at night. She rolls over and looks at the clock, which says 1:15. Then she gets out of bed and walks down the hall to the bathroom. The same thing happens again at 3:28.

Male narrator: Just one daily dose works for 24 hours to help control bladder contractions that cause those sudden urges and reduces accidents and bathroom visits.
  Detrol LA banner TOP OF SCREEN
  Simulation of a bladder contracting at a fast rate, then a slower rate after the drug is sprinkled over the bladder

Scene of women golfers. The friend asks the previously uncomfortable woman “need a break?” as both women remove putters from their golf bags. “Not right
now” the previously uncomfortable looking woman replies as they walk away from the golf cart.

www.detrolla.com BOTTOM OF SCREEN

Male narrator: Prescription Detrol LA. Individual results may vary

See our ad in Health magazine BOTTOM OF SCREEN

Male narrator: You shouldn’t take it if you have certain kinds of stomach, urinary, or glaucoma problems.

Woman from bed is shown in the morning, smiling and talking on the telephone

To learn more, ask your doctor BOTTOM OF SCREEN

Male narrator: The common side effects are dry mouth, constipation, abdominal pain and headache.

Woman is out of bed and smiling and selecting an outfit from her closet

1 888 4 detrol BOTTOM OF SCREEN

Woman is shown up and dressed for work and leaving her house.

Music “and I don’t have to go right now”

Male narrator: Ask your doctor about Detrol LA for overactive bladder. When you’ve always go to go.

Detrol LA banner

For overactive bladder

1 minute commercial for Diflucan

Woman sitting in garden speaking: Let’s play truth or dare.

Truth ON TELEVISION SCREEN

Woman sitting in garden speaking: Truth-when you get a yeast infection, you use one of those messy creams, don’t you?

Truth ON TELEVISION SCREEN

Woman sitting in garden speaking: Truth-there may be an easier way. It’s a pill-Diflucan.

Diflucan pill being held between thumb and forefinger LEFT OF SCREEN

Diflucan banner RIGHT OF SCREEN

Available by prescription only BOTTOM OF SCREEN

Woman sitting in garden speaking: Just one pill is as effective as the leading 7-day cream without the mess.

Zoom in on close-up of Diflucan pill

Picture of Diflucan pill compared to tubes of Monistat cream

Monistat 7 BOTTOM RIGHT OF SCREEN

Close-up of woman speaking: And Diflucan is the number one doctor prescribed yeast infection treatment.

#1 doctor prescribed yeast infection treatment LEFT OF SCREEN

Close-up of woman speaking: Ready for the dare?

Dare ON TELEVISION SCREEN

Woman sitting in garden speaking: I dare you to call your doctor and ask about Diflucan. That’s all it takes-a simple phone call to learn more about the only pill to treat a yeast infection.
Woman picks up phone
For vaginal yeast infections caused by the yeast Candida

Woman sitting in garden speaking: Diflucan-treat a yeast infection with a pill instead of a messy cream. It’s your call.

Close-up of Diflucan pill with glass of water in the background

Diflucan banner over pill

Female narrator: With Diflucan, there is increased possibility of side effects compared with creams including headache, nausea, and abdominal pain.

Woman walking through garden gate with phone

Call us 1 888 4 diflucan

Female narrator: In rare instances, serious effects on the liver and serious allergic reactions were reported. Do not use Diflucan if you are nursing. If you are pregnant or taking other medications, talk to your doctor.

Woman sitting at garden table, drinking water

#1 doctor prescribed yeast infection treatment

Female narrator: To prevent heart-related complications, do not take Diflucan if you are taking Propulsid.

Woman on lounge chair in garden reading magazine

See our ad in Shape magazine

Female narrator: For more information, ask your doctor or visit our website.

Close-up of woman dialing phone, then shot of woman talking on phone

www.diflucan.com

Female narrator: Diflucan

Close-up of Diflucan pill with glass of water in the background

Diflucan banner over pill

Pfizer symbol

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15 second commercial for Flonase

~upbeat background music

Male narrator: Maybe you should ask your doctor about Flonase nasal spray.

Woman is bulldozing the grass and plants out of her yard.

Then a zoom in on the Flonase bottle

Male narrator: Or call 1-877-flonase.

1-877-flonase

Male narrator: When your doctor writes your prescription for Flonase nasal spray, you’ll be glad you took the time. Why wait? All you want is Flonase.

Zoom in on Flonase bottle.

Woman is joined by family in now dirt-only yard.

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30 second commercial for Flonase

Male narrator: You’d try anything to get some relief from your nasal allergy symptoms.
Man is shown sneezing and hooking up a huge vacuum hose to a window of his home

Male narrator: But before you change your life, make an easier change.
Man turns vacuum hose on and sucks everything (curtains, papers, furniture, plants, flowers) out of his living room. He and his family then look into the window at an empty room

Male narrator: Multi-symptom Flonase relieves all these allergy symptoms
Soft upbeat instrumental music starts here
Close-up of Flonase bottle
Available by prescription only BOTTOM OF SCREEN

Male narrator: Sneezing, itchy nose, runny nose, congestion
Different angle of Flonase bottle
Results may vary BOTTOM OF SCREEN
Sneezing, itchy nose, runny nose, congestion RIGHT OF SCREEN

Male narrator: Flonase once a day relieves them all, all day and night.
Different angle of Flonase bottle
Maximum relief may take several days BOTTOM OF SCREEN

Male narrator: For best results use daily
Family is back in their living room with the furniture, curtains, plants, rugs, etc. that had been sucked out by the vacuum hose.
www.flonase.com BOTTOM OF SCREEN
Call to learn more or ask your doctor BOTTOM OF SCREEN

Male narrator: Side effects are generally mild and may include headache, nosebleed, or sore throat.
Man and son are playing with their longhaired cat then scene changes to empty, vacuumed out room
1 800 flonase BOTTOM OF SCREEN
See our ad in Fitness magazine BOTTOM OF SCREEN

Male narrator: Ask your doctor about multi-symptom Flonase
Room slowly fills up with rugs, furniture, curtains, plants, and finally family sitting on sofa, playing a game

Male narrator: When you get it all, all it takes is Flonase.
Overhead shot of family playing game with Flonase bottle at bottom left of Screen

When you get it all, all it takes is Flonase BOTTOM OF SCREEN

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30 second Flonase commercial
Male narrator: You’d try anything to get some relief from your nasal allergy symptoms.
Family standing on porch of home and waving goodbye to their dog, cat, and yard as their home is hauled away on a flatbed truck.
GlaxoSmithKline symbol bottom right of screen

Male narrator: But before you change your life, make an easier change.
Family is shown cooking out in front of their house, which is now in the middle of an asphalt parking lot.
Male narrator: Multi-symptom Flonase relieves all these nasal allergy symptoms: sneezing, itchy nose, runny nose, and congestion.
    Close-up of Flonase bottle with detail that says “nasal spray”
Available by prescription only BOTTOM OF SCREEN
Sneezing, itchy nose, runny nose, congestion RIGHT OF SCREEN
Results may vary BOTTOM OF SCREEN
Male narrator: Flonase once a day relieves them all, all day and night.
    Maximum results may take several days BOTTOM OF SCREEN
Male narrator: For best results, use daily. Side effects are generally mild, and may include headache nosebleed or sore throat.
    Family is now cooking out in their backyard and playing with their pets
www.flonase.com BOTTOM OF SCREEN
Call to learn more or ask your doctor
House is shown back in place with pets and plants
1 800 flonase
See our ad in Fitness magazine
Male narrator: Ask your doctor about multi-symptom Flonase. When you get it all, all it takes is Flonase.
    Shot of house and family with Flonase bottle
When you get it all, all it takes is Flonase BOTTOM OF SCREEN

1 minute commercial for Imitrex
Woman: I told my doctor I couldn’t even drive. 10 little campers and a migraine?
    Woman talking to Doctor in doctor’s office
Diagnosis—migraine BOTTOM OF SCREEN
Switch to scene of minivan towing catamaran and full of kids pulled over on the side of the road with woman leaning up against van rubbing forehead while kids look out of the window
Woman: Any my regular pain reliever just wasn’t enough.
    Woman rubs temples while kneeling down beside van and looking at a pill bottle
Woman: My doctor prescribed Imitrex.
    Close-up of woman doctor’s face
Prescription—Imitrex BOTTOM LEFT OF SCREEN
Woman: Imitrex targets your total migraine. The pain, nausea, sensitivity to light and sound.
    Close-up of triangular Imitrex pill being held between thumb and forefinger
Imitrex banner BOTTOM LEFT OF SCREEN
Shot of woman looking pained and rubbing her head
Shot of bright sun and noises of 18 wheeler passing van on road and honking while woman clutches head and grimaces
Woman: Some pain relievers are made for general kinds of pain.
    Clear model of body with red spots indicating pain in head, elbow, shoulder, thigh, and knee.
Woman: Imitrex is targeted migraine medicine
Zoom in on side view of model body’s head, where red neurons indicate radiating pain in the head.

Imitrex tablet with “Imitrex” points at the pain in the model body’s head.

Woman: It was the first of its kind believed to target the nerves and blood vessels that can trigger your total migraine without drowsiness.

Imitrex tablet zooms into model body’s head pain
Available by prescription only BOTTOM OF SCREEN
Model body’s head turns to face camera and at the same time turns into woman’s head—woman smiles
Individual results may vary BOTTOM RIGHT OF SCREEN

Woman: And it’s recognized as an effective treatment by the National Headache Foundation

Shot of woods and lake
National Headache Foundation Emblem
Educational funding was provided in exchange for recognition by the NHF under emblem

Male narrator: Imitrex is not right for everyone or every migraine.

Woman is helping campers set up tent in clearing
Imitrex tablet BOTTOM LEFT OF SCREEN
See our ad in Health—1-800-IMITREX BOTTOM RIGHT OF SCREEN

Male narrator: If you have certain types of heart or blood vessel disease or uncontrolled blood pressure, you shouldn’t take Imitrex. Very rarely, certain people, even some without heart disease have had serious heart related problems

Woman is hugging a camper and smiling, then sitting down by the tent with other campers
Imitrex tablet BOTTOM LEFT OF SCREEN
See your doctor or pharmacist or call for more information 1-800-IMITREX BOTTOM RIGHT OF SCREEN

Male narrator: So talk to your doctor, especially if you have risk factors for heart disease, such as smoking, high blood pressure, or high cholesterol or if you are pregnant, nursing or taking medication.

Woman is sitting around a campfire with campers—they are roasting marshmallows
Imitrex tablet BOTTOM LEFT OF SCREEN

Woman doctor: If migraines are disrupting your life, tell your doctor and target your total migraine with Imitrex.

GlaxoSmithKline symbol & name TOP LEFT OF SCREEN
Doctor dramatization BOTTOM LEFT OF SCREEN

switch to divided screen

left: “Target your total migraine” above red radiation pain from model body with Imitrex tablet zooming toward pain
right: Close-up of woman smiling, laughing, and singing—pain free
1 minute commercial for Lipitor

~music: “are the stars out tonight. I don’t know if it’s cloudy or bright, ‘cause I only have eyes for you dear”

Handsome man enters pool area
Push ups—75 LEFT OF SCREEN

Handsome man puts his towel down and steps to the edge of the pool, while two women watch
Sit ups—100 RIGHT OF SCREEN

Handsome man begins to do stretching exercises
Daily laps—50 ON TELEVISION SCREEN

Women watch as man looks at them and smiles
Man jumps off side of pool, looking like he will dive gracefully in but belly-flops instead
Total cholesterol—258 LEFT OF SCREEN

Women gape in disbelief, then screen goes black
No body is perfect. ON TELEVISION SCREEN

Lipitor banner
For Cholesterol under banner
Available only by prescription BOTTOM OF SCREEN

Female narrator: When diet and exercise fail, adding Lipitor can help lower your total cholesterol 29 to 45 percent.
Lower your total cholesterol 29% to 45% ON TELEVISION SCREEN
Average effect depending on dose underneath
Lipitor banner BOTTOM RIGHT OF SCREEN

Female narrator: Lipitor is not for everyone, including people with liver disease or possible liver problems and women who are nursing, pregnant, or may become pregnant
Close-up shot of handsome man swimming laps
Lipitor has not been shown to prevent heart disease or heart attacks BOTTOM OF SCREEN
Lipitor banner BOTTOM RIGHT OF SCREEN

Female narrator: Simple tests are needed to check for liver problems.
Shot from above of handsome man swimming laps
See our ad in Health magazine BOTTOM OF SCREEN
Lipitor banner BOTTOM RIGHT OF SCREEN

Female narrator: Tell your doctor about other medications you are taking or if you experience muscle pain or weakness
Close-up of Handsome man swimming laps
1-888-LIPITOR LEFT OF SCREEN
www.lipitor.com RIGHT OF SCREEN
Lipitor banner BOTTOM RIGHT OF SCREEN
Female narrator: As they may be a sign of serious side effects
Underwater shot of handsome man swimming laps
1-888-LIPITOR LEFT OF SCREEN
www.lipitor.com RIGHT OF SCREEN
Lipitor banner BOTTOM RIGHT OF SCREEN
Female narrator: 1 in 5 people has high cholesterol. Millions need treatment
Shot of sun shining through water
1 in 5 people has high cholesterol. Millions need treatment. ON TELEVISION SCREEN
Female narrator: For less cholesterol, ask your doctor if Lipitor is right for you.
Black screen
Lipitor banner
For Cholesterol under banner

15 second Nexium commercial
~uplifting background music
Pan through scene of people silhouetted on high rocks near the seashore.
Focus on individual faces-man, then 3 women—all say “Nexium”
Nexium BOTTOM OF SCREEN
Female narrator: Nexium. People are asking their doctors about it.
Nexium capsules floating through the air with cloud and horizon behind
and gold rings on the screen
Female narrator: And if you call 1 800 4nexium, you’ll learn about a free trial offer.
Focus on man’s face
Free trial 800 4nexium BOTTOM OF SCREEN
Focus on another man’s face
AstraZeneca TOP LEFT OF SCREEN
Pan through scene of people from the rocks, but not in silhouette anymore
Man actor: Today’s purple pill is Nexium
Nexium banner RIGHT OF SCREEN

1 minute commercial for Nexium
~soft instrumental music in background
Male actor #1: I am every man
Close-up of actor’s face; he is standing in front of a gray, rugged seashore
type landscape with waves and rocks
Nexium banner BOTTOM RIGHT OF SCREEN
Female actor #1: And every woman who ever suffered
Pan over actress and landscape
Nexium banner BOTTOM RIGHT OF SCREEN
Female actor #2: Frequent, persistent heartburn
Pan over actress and landscape
Nexium banner BOTTOM RIGHT OF SCREEN
Male narrator: If you’ve treated your heartburn and changed your diet but it comes back two or more days a week, then you may know about the burning pain of acid reflux disease.
  Pan over scene of many people standing on rocky shore, silhouetted by the sun behind them.
Nexium banner BOTTOM RIGHT OF SCREEN
Female actor #3: But there’s something about acid reflux that I didn’t know.
  Close-up of actress
Male actor #2: Over time, that acid churning up could wear away the lining of your esophagus.
  Pan up to actor standing on top of a tall rock, then cut to waves crashing against rocks
  A condition called erosive esophagus BOTTOM RIGHT OF SCREEN
Female actress #4: I didn’t know
  Close-up of actress
Male actor #3: I didn’t know
Female actress #5: I didn’t know
  Pan over actor and actress standing on rocks
Male narrator: But today, there’s a purple pill called Nexium. It’s from the makers of Prilosec.
  Picture of purple Nexium pills floating in the air
AstraZeneca BOTTOM RIGHT OF SCREEN
  From the makers of Prilosec (omeprazole) BOTTOM OF SCREEN
Male narrator: Just one prescription Nexium a day gives many people complete resolution of heartburn symptoms.
  Pan over people standing on rocks by the shore as the sun rises and the sky turns blue
  Your results may vary BOTTOM LEFT OF SCREEN
Female actress #4: That could mean complete heartburn relief
  Close-up of actress
  Your results may vary BOTTOM LEFT OF SCREEN
Male narrator: And importantly, Nexium has also proven to heal erosions in the esophagus caused by acid reflux.
  Shot from underneath of people standing on the edge of rocks that are slowly moving together
  Your results may vary BOTTOM LEFT OF SCREEN
Male narrator: Only a doctor can determine if you have this damage.
  Close-up of actor #5 and actress #2
Erosions heal in 4 to 8 weeks BOTTOM LEFT OF SCREEN
Male narrator: Other serious stomach conditions may still exist. The common side effects of Nexium and Prilosec are headache, diarrhea and abdominal pain.
  People standing on rocks in the water; one person standing on top of pile of rocks near the water. Three vertical golden rings across top of screen
See our ad in COOKING LIGHT BOTTOM LEFT OF SCREEN
Golden rings disappear, then-
Free trial—800 4 NEXIUM TOP OF SCREEN

Male narrator: So talk to your doctor and call this number for more information and for a free trial certificate for Nexium.

Shot of people standing on rocks that are coming together, then switch to same shot of Nexium pills floating in the air

See our ad in COOKING LIGHT BOTTOM LEFT OF SCREEN

Free trial—800 4 NEXIUM TOP OF SCREEN

Male actor #4: Relieve the heartburn. Heal the damage. It’s possible, with today’s purple pill called Nexium.

800 4 NEXIUM BOTTOM LEFT OF SCREEN

purplepill.com BOTTOM RIGHT OF SCREEN

1 minute commercial for Orthotri-cyclen

~music "this will be an everlasting love, this will be a love I’ve waited for, this will be the first time anyone has loved me” Music continues throughout commercial.

Couple running in the rain under a blanket

Jessica & Nick-married last April BOTTOM OF SCREEN

Couple dancing

Tanya & Bill-married last night BOTTOM OF SCREEN

Dressed up couple kissing and smiling

Simone & Hector-married 2 years and loving it BOTTOM OF SCREEN

Female narrator #1: More women use Orthotri-cyclen than any other birth control pill.

Zoom in on pack of Orthotri-cyclen

Available by prescription only BOTTOM OF SCREEN

Female narrator #1: Taken correctly, it is over 99% effective so you don’t worry about getting pregnant until you want to.

Couple sightseeing, walking with their arms around each other

Becky & Tim-still honeymooning BOTTOM OF SCREEN

Female narrator #1: And Orthotri-cyclen is clinically proven to help clear up moderate acne.

Couple from rain (Jessica & Nick) found shelter and are watching it rain

Female narrator #2: The pill does not protect against HIV or other sexually transmitted diseases. Serious risks include blood clots, stroke and heart attack. Cigarette smoking increases these risks, especially if you are a smoker over 35. Women who use the pill are urged not to smoke.

Couple dancing (Tanya & Bill)

www.orthotri-cyclen.com MIDDLE OF SCREEN
call toll-free BOTTOM OF SCREEN

1-877-tri-cyclen BOTTOM OF SCREEN
Female narrator #2: Women who have blood clots, certain cancers, a history of heart attack or stroke and those who could be pregnant should not use the pill. For more information, talk to your health care provider.

Couple (Jessica & Nick) runs back into rain under a blanket
Couple (Becky & Tim) continues to sightsee
See our ad in Allure BOTTOM OF SCREEN
Call toll-free BOTTOM OF SCREEN
1-877-tri-cyclen BOTTOM OF SCREEN

Female narrator #1: If you’re going to take the pill, why not take Orthotri-cyclen, clinically proven to help your skin look better.

Dressed up couple (Simone & Hector) shown; Simone tying Hector’s bow tie
Sightseeing couple (Becky & Tim) shown; Tim takes Becky’s photo

Female narrator #1: Orthotri-cyclen. Isn’t it great to find the one that’s right for you?

Orthotri-cyclen banner MIDDLE OF SCREEN
Source IMS Health TOP OF SCREEN
The #1 prescribed birth control pill BOTTOM OF SCREEN
Couple from rain (Jessica & Nick) sit wrapped up in their blanket.

1 minute commercial for Orthotri-cyclen

~music “this will be an everlasting love, this will be the one I waited for, this will be the first time anyone has loved me” music (without lyrics) continues throughout commercial

Couple playing the piano together
Lisa and Mike-Married last July BOTTOM OF SCREEN

Couple dancing
Tanya and Bill-Married last night BOTTOM OF SCREEN

Female narrator #1: More women use Orthotri-cyclen than any other birth control pill.

Couple dressed up and hugging
Simone and Hector-Married two years ago BOTTOM OF SCREEN

Shot of actual pill package
Available by prescription only BOTTOM OF SCREEN

Female narrator #1: Taken correctly, it’s over 99% effective, so you don’t worry about getting pregnant til you want to.

Couple sitting on sofa hugging
Grace and Henry-Married one year. Today. BOTTOM OF SCREEN

Female narrator #1: And Orthotri-cyclen is clinically proven to help clear up moderate acne.

Close-up of couple playing the piano, and Close-up of Lisa’s face
Female narrator #2: The pill does not protect against HIV or other sexually transmitted diseases.
Lisa & Mike playing piano
Female narrator #2: Serious risks include blood clots, stroke and heart attack.
Cigarette smoking increases these risks, especially if you are a smoker over 35.
Tanya & Bill dancing
Female narrator #2: Women who use the pill are urged not to smoke.
Close-up, then full body shot of Tanya & Bill still dancing
www.orthotri-cyclen.com BOTTOM OF SCREEN
call toll free BOTTOM OF SCREEN
1-877-tri-cyclen BOTTOM OF SCREEN
Female narrator #2: Women who have blood clots, certain cancers, a history of heart attack or stroke and those who could be pregnant should not use the pill.
See our ad in allure BOTTOM OF SCREEN
call toll free BOTTOM OF SCREEN
1-877-tri-cyclen BOTTOM OF SCREEN
Female narrator #2: For more information, talk to your healthcare provider.
Grace and Henry laughing-Grace throws pillow at Henry
Female narrator #1: If you're going to take the pill, why not take Orthotri-cyclen?
Simone and Hector-Simone tying Hector’s bow tie
Female narrator #1: Clinically proven to help your skin look better.
Close-up of Grace and Henry smiling
Female narrator #1: Orthotri-cyclen. Isn’t it great to find the one that’s right for you?
Orthotri-cyclen banner MIDDLE OF SCREEN
The #1 prescribed birth control pill BOTTOM OF SCREEN
Switch to shot of Simone & Hector-Simone has finished tying the bow tie and both are smiling and happy
~music lyrics start again “This will be an everlasting love…”

1 minute commercial for Paxil
~anxious sounding background music
Woman sitting on a park bench: I am always thinking something terrible is going to happen. I can’t handle it.

Woman sitting at kitchen table (gesturing nervously with pained expression): You know, your worst fears, you know, the what ifs, and I can’t control it. And I’m always worrying about everything.

Woman standing in living room in front of paintings: It’s like a tape in my mind, it goes over and over and over. I just thought I was a worrier.

Man’s voice: It’s like I never get a chance to relax.
Black & white Close-up of man with hands folded in front of mouth, rubbing eyes and face
The real story about chronic anxiety ON TELEVISION SCREEN
Paxil banner BOTTOM RIGHT OF SCREEN
Same man sitting in chair in den: At work, I'm tense about stuff at home. At home, I'm tense about stuff at work
Shots switch back and forth from man sitting in chair talking and Close-up of man with hands folded over mouth.
Female narrator: if you’re one of the millions of people who live with uncontrollable worry, anxiety and several of these symptoms for six months or more, you could be suffering from Generalized Anxiety Disorder, and a chemical imbalance could be to blame.
Black & white shot of people walking through and open area (courtyard) to work
Scrolling across screen:
Difficulty concentrating
Sleep problems
Restlessness
Irritability
Fatigue
Muscle tension
Anxiety
Worry
Generalized Anxiety Disorder
Female narrator: Paxil works to correct this imbalance, to relieve this anxiety.
Paxil bottle with Paxil pill in front.
Paxil banner RIGHT OF SCREEN
Available by prescription only BOTTOM OF SCREEN
Female narrator: Prescription Paxil is not for everyone. Tell your doctor what prescriptions you are taking. People taking MAOIs or Thioridazine should not take Paxil.
Woman from park is walking in park holding and playing with her toddler son.
Anxiety from everyday stresses usually doesn’t need medication BOTTOM OF SCREEN
For more information talk to your doctor BOTTOM OF SCREEN
Female narrator: Side effects may include decreased appetite, dry mouth, sweating, nausea, constipation,
Woman from kitchen is having fun baking with her daughter
1-800-20PAXIL BOTTOM LEFT OF SCREEN
www.paxil.com BOTTOM RIGHT OF SCREEN
Female narrator: sexual side effects, tremor, fatigue, or sleepiness. Paxil is non-habit forming.
Man from den is outside washing a vintage car-close-up of man’s face show him looking relaxed and happy
1-800-20PAXIL BOTTOM LEFT OF SCREEN
www.paxil.com BOTTOM RIGHT OF SCREEN
Woman from park bench: I’m not bogged down by worry anymore. I feel like me again, I feel like myself.

Woman is smiling and relaxed looking

GlaxoSmithKline symbol BOTTOM LEFT OF SCREEN
Paxil banner BOTTOM RIGHT OF SCREEN
Your life is waiting—under banner

1 minute commercial for Paxil

~anxious sounding music in background
Man standing in kitchen: The kids are fine. Why are you always so anxious?

Black & white Close-up of person with hands over face
Family and friends may not understand chronic anxiety ON TELEVISION SCREEN
Paxil banner BOTTOM LEFT OF SCREEN
Teenage girl holding backpack coming down stairs: Dad, you’re always so tense. Are you mad at me?

May tying tie in mirror: Honey, you can’t keep losing sleep. It makes you so irritable.

Woman sitting at table: You worry constantly. Can’t we have a relaxing dinner anymore?

Female narrator: Chronic anxiety can affect your relationships, your work, your life.

Black & white Close-up of man with hands folded in front of mouth, rubbing eyes and face
Female narrator: if you’re one of the millions of people who live with uncontrollable worry, anxiety and several of these symptoms for six months or more, you could be suffering from Generalized Anxiety Disorder, and a chemical imbalance could be to blame.

Black & white shot of people walking through and open area (courtyard) to work
Scrolling across screen:
Difficulty concentrating
Sleep problems
Restlessness
Irritability
Fatigue
Muscle tension
Anxiety
Worry
Generalized Anxiety Disorder
Female narrator: Paxil, the most prescribed medication of its kind for generalized anxiety, works to correct the imbalance.
Female narrator: Prescription Paxil is not for everyone. Tell your doctor what prescriptions you are taking.
Anxiety from everyday stresses usually doesn’t need medication

Female narrator: People taking MAOIs or Thioridazine should not take Paxil. Side effects may include decreased appetite, dry mouth, sweating, nausea, constipation…

For more information talk to your doctor

See our ad in Marie Claire
1-888-65PAXIL
www.paxil.com

Female narrator: sexual side effects, tremor, fatigue, or sleepiness.

1-888-65PAXIL
www.paxil.com

Female narrator: Paxil. You can see someone you haven’t seen in awhile. Yourself.

Woman from table is walking with man, smiling, then hugging him.

1 minute commercial for Plavix
~soothing background music

Voice of man sitting on bank of lake fishing: if you’ve had a heart attack or a stroke, the last thing you need is another one sneaking up on you. After all, you’ve got better things to do.

Grandpa-ish looking man sitting on the edge of a lake fishing
Shot of Grandpa from back, then cut to shot of 3 young boys, who race up to the fisherman shouting “Grandpa”

Grandpa turns to greet them, as they run past him and jump in the lake
Voice of Grandpa: I know, because in my case, I had a heart attack. Then I heard about Plavix

Close-up of Grandpa’s face; he is sitting in front of a fishing shed

Plavix banner
Grandpa: So I asked my doctor. He told me Plavix is a prescription pill that can help protect you from a heart attack or stroke if you’ve recently had one or if you have poor circulation in the legs causing pain.

Close-up of Grandpa sitting on bank fishing, while boys in the water try to get him to jump in with them—they shout “Come on Grandpa” while Grandpa smiles and shakes his head

Female narrator: Plavix is proven to help keep blood platelets from sticking together and forming clots, which helps keep your blood flowing. This can help protect you from another heart attack or stroke.

Drawing of cross section of 2 blood vessels, one on LEFT OF SCREEN, one on RIGHT OF SCREEN.

~LEFT OF SCREEN vessel (Without Plavix BOTTOM OF SCREEN) looks clogged, and representative platelets are almost blocking the vessel

~RIGHT OF SCREEN vessel (With Plavix BOTTOM OF SCREEN) has platelets flowing more freely

Female narrator: If you have a medical condition that is causing bleeding, such as a stomach ulcer, you should not use Plavix.

Shot of Grandpa putting down his fishing pole and smiling

Grandpa then jumps into the lake with the boys

See our ad in Saturday Evening Post BOTTOM OF SCREEN

Female narrator: Side effects include itching, rash, diarrhea, and bruising. Additional rare but serious side effects could occur. Ask your doctor.

Shot of Grandpa splashing in the water with grandsons, then standing in front of fishing shed with grandsons

www.plavix.com BOTTOM OF SCREEN

Grandpa: Taking Plavix once a day helps protect me.

Close-up of Grandpa’s face

Talk to your doctor or call 1-877-PLAVIX-4 BOTTOM OF SCREEN

Female narrator: Find out if Plavix can help protect you from another heart attack or stroke.

Grandpa and grandsons walking off into the woods

Plavix banner ON TELEVISION SCREEN

Proven to help protect from another heart attack or stroke BOTTOM OF SCREEN

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1 minute commercial for Plavix

~soft instrumental background music

Elderly woman: If you’ve had a heart attack or a stroke, the last thing you need is another one sneaking up on you.

Close-up of elderly woman’s face, switch to long side shot of woman gardening, switch to shot of woman kneeling down by a flowerbed with her back to the camera.

Elderly woman: You’ve got better things to do.
Camera zooms in on woman’s bent back, then switches to shot of a boy and a girl running toward the woman shouting “Grandma”. The actress turns from her gardening to hug both children.

Elderly woman: I know. In my case, it was a stroke. That’s why I talked to my doctor about Plavix.

Woman is standing in front of a greenhouse, holding a pair of gardening gloves.

Plavix banner BOTTOM LEFT OF SCREEN

Elderly woman: He told me Plavix is a prescription pill that can help protect you from a heart attack or stroke if you’ve recently had one. Or if you have poor circulation in the legs, causing pain.

Woman is helping her grandchildren plant flowers and water them.

Plavix banner BOTTOM LEFT OF SCREEN

Male narrator: Plavix is proven to help keep blood platelets from sticking together and forming clots, which helps keep your blood flowing. This can help protect you from another heart attack or stroke.

Drawing of cross section of two blood vessels, one on LEFT OF SCREEN, one on RIGHT OF SCREEN.

~LEFT OF SCREEN vessel (“Without Plavix BOTTOM OF SCREEN) looks clogged, and representative platelets are almost blocking the artery

~RIGHT OF SCREEN artery (“With Plavix BOTTOM OF SCREEN) has platelets flowing more freely

Male narrator: If you have a medical condition that is causing bleeding, such as a stomach ulcer, you should not use Plavix.

Woman is watering garden with a hose, while grandchildren are planting their own plant and pouring water on each other with a watering can.

See our ad in Saturday Evening Post BOTTOM OF SCREEN

Male narrator: side effects include itching, rash, diarrhea, and bruising.

Additional rare but serious side effects could occur.

Woman turns from hosing garden to grandchildren

www.plavix.com BOTTOM OF SCREEN

Male narrator: Ask your doctor.

Woman turns hose on grandchildren as everyone laughs.

Talk to your doctor or call 1-877-PLAVIX-4 BOTTOM OF SCREEN

Elderly woman: Taking Plavix once a day helps protect me

Close-up of woman in front of greenhouse, talking and smiling.

Talk to your doctor or call 1-877-PLAVIX-4 BOTTOM OF SCREEN

Male narrator: Find out if Plavix can help protect you from another heart attack or stroke.

Shot of woman with holding grandchildren’s’ hands and walking off behind lawn sprinkler.

Plavix banner ON TELEVISION SCREEN

Proven to help protect from another heart attack or stroke BOTTOM OF SCREEN
1 minute commercial for Serevent

Female narrator: Reading to the kids at the library is the highlight of Fred’s week.

Kids at library looking at empty chair in front of room
Close-up of boy’s face, looking sad
GlaxoSmithKline symbol BOTTOM LEFT OF SCREEN

Female narrator: But some days, his COPD keeps him from being there.
Close-up of Fred, gasping for breath

Female narrator: Chronic bronchitis or emphysema associated with COPD can keep you from doing simple things

Shot of Fred sitting on his bed, still gasping
Chronic bronchitis or emphysema associated with COPD BOTTOM OF SCREEN

Fred: but now taking Serevent helps me take fuller breaths
Close-up of Fred, dressed, wearing his glasses
Results may vary BOTTOM RIGHT OF SCREEN
Serevent banner BOTTOM LEFT OF SCREEN

Female narrator: Nothing can reverse COPD, but taking Serevent twice a day can help improve your lung function around the clock.

Diagram of lungs expanding and contracting
Serevent superimposed over lungs
Maximum effect may take up to 4 hours BOTTOM OF SCREEN

Female narrator: Serevent should not replace fast acting inhalers for sudden symptoms or be taken more than twice a day. Some people may experience increased blood pressure, heart rate, or changes in heart rhythm.

Fred arrives in reading room with a book, hugs one of the children then starts reading
See our ad in prevention magazine BOTTOM OF SCREEN

Female narrator: Serevent is a prescription medicine and may not be right for everyone.
Close-ups of children’s faces, looking excited
Visit our website at www.serevent.com BOTTOM OF SCREEN

Female narrator: Tell your doctor if you have a heart condition or high blood pressure or take MAOIs or Tricyclic antidepressants. Ask your doctor if Serevent is right for you.

Fred continues to read to children-Close-ups of children’s faces and Fred’s face
For more information ask your doctor or call 1 800 332 5353 BOTTOM OF SCREEN

Fred: And start taking fuller breaths.
Close-up of Fred
“Serevent” with picture of inhaler BOTTOM RIGHT OF SCREEN
Start taking fuller breaths under “Serevent”
1 minute commercial for Singulair
~soothing instrumental music
Boy: I have asthma
  Boy is playing in room next to open window
Boy: I also have two brothers and a dog Max
  Boy is walking with 3 other boys and a dog outside under a big tree
Boy: And friends I hang out with
  Boy is playing outside with a group of friends—they are near a tree and
  squirting a water hose into the air
Boy: I don’t want to miss out because of my asthma
  Shot of boy with arms out, spinning around in the grass
Singulair banner BOTTOM RIGHT OF SCREEN
Once-a-day above banner
Female narrator: Singulair can help you control your child’s asthma
  Close-up of mother smiling
Singulair banner BOTTOM RIGHT OF SCREEN
Female narrator: Singulair is different from many daily inhaled controllers. It’s not
  a steroid.
  Close-up of Singulair tablet in palm of hand
  Not a steroid BOTTOM OF SCREEN
Female narrator: And it’s a once a day cherry chewable tablet that can help
  control your child’s asthma for a full 24 hours
  It is nighttime and boy is bouncing on his bed, looking out the open
  window
  Once-a-day BOTTOM OF SCREEN
Female narrator: Singulair is available for children 2 years and older and also for
  adults
  Close-up of boy’s face, then shot of boy with friends pulling dog in wagon
  Available by prescription only BOTTOM OF SCREEN
Female narrator: Singulair should not be used to treat acute asthma attacks
  Boy, friends, and dog stop and rest in front of a pet store as boy pets dog
  Look for our ad in Redbook BOTTOM OF SCREEN
Female narrator: Your child should continue taking their other asthma medicines
  unless your doctor tells you to stop or change the dose. If symptoms get worse,
  contact your child’s doctor at once
  Boy and friends walking along holding fishing poles
  www.singulair.com BOTTOM OF SCREEN
Female narrator: Side effects are generally mild and vary by age and may
  include headache, flu, runny nose, and ear infection.
  Boys fishing off the end of a pier into a lake
  1-888-MERCK-88
Female narrator: For more information about Singulair, ask your child’s doctor
  and ask about adding once a day Singulair
  Boys finish fishing and pack up wagon to go home
Female narrator: Singulair. Asthma control that can help you both breathe
easier.
1 minute commercial for Singulair

~instrumental background music

Early morning shot of woman walking in park with dog

Woman: I have asthma
Close-up of woman’s face

Woman: I also have a family
Shot of woman and family (husband and 2 children) on front porch of home, switch to shot of family around breakfast table getting ready in the morning

Woman: and carpool
Shot of woman loading kids into minivan

Woman: and play dates
Close-up of woman talking and smiling

Woman: and 24 kids
Woman walking up steps with kids (students) following

Woman: Look, I might have asthma, but I also have a life.
Woman opening blinds in a classroom and sun shining through blinds

Female narrator: Singulair helps you control your asthma
Woman is pointing out something while walking with students, then they stop in front of a primate exhibit at the zoo
Singulair banner BOTTOM RIGHT OF SCREEN

Once-a-day above banner

Female narrator: Singulair is different from many daily inhaled controllers. It’s not a steroid.
Close-up of woman’s face, then Close-up of Singulair tablet in palm of hand

Not a steroid BOTTOM OF SCREEN

Female narrator: And it’s a once-a-day tablet that can help control asthma for a full 24 hours
Woman is dressed for bed, room is dark as she looks out the window and then gets into bed

Once-a-day BOTTOM OF SCREEN

Female narrator: It also comes in a cherry chewable tablet for children 2 years and older
Woman is walking with her two children
Available by prescription only BOTTOM OF SCREEN

Female narrator: Singulair should not be used to treat acute asthma attacks
Woman is playing with her children

Look for our ad in Redbook BOTTOM OF SCREEN
Female narrator: Continue taking your other asthma medicines unless your doctor tells you to stop or change the dose. If symptoms get worse, contact your doctor at once.

Female narrator: Side effects are generally mild and vary by age and may include headache, flu, runny nose, and ear infection. For more information about Singulair, ask your doctor and ask about adding once a day Singulair.

Female narrator: Singulair. Asthma control that can help you breathe easier.

30 second commercial for Viagra
~ hard rock type music with fast car engine noises
Male narrator: Thinking about Viagra? It’s now available in a free 6-pill sample pack.

Mark Martin: 6? That’s my number
Viagra car is shown racing around the track.
Mark Martin-32 time Winston cup race winner BOTTOM OF SCREEN

Man narrator: so get in the driver’s seat and ask about the free Viagra sample pack

Mark Martin: Get to your doctor for a check-up and find out if a free sample of Viagra is right for you.

Male narrator: For more information, race over to viagra.com

15 second commercial for Vioxx
~ soothing instrumental music in background
Male narrator: Ask your doctor or pharmacist about Vioxx,

Male narrator: A prescription medicine available from your doctor.
Dorothy Hamill steps out onto empty ice rink
Vioxx.com BOTTOM OF SCREEN

Male narrator: Or call 1 888 vioxx 22 for information.
1-888-vioxx-22 BOTTOM OF SCREEN

Man narrator: Vioxx.
Vioxx banner superimposed over scene of Dorothy Hamill skating
Ask your doctor BOTTOM OF SCREEN

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**1 minute commercial for Vioxx**

Dorothy Hamill: It seemed like only yesterday.
Ice rink full of girls practicing figure skating as Dorothy Hamill looks on
Dorothy Hamill BOTTOM OF SCREEN

DH: When I started skating at 8 years old, I never thought I'd experience the thrill of winning a medal.
Old film footage of DH skating as a girl

DH: With all the great memories have come another thing I thought I'd never experience—the pain of osteoarthritis.
DH goes into stands at empty ice rink, sits down, and puts her bag on the chair next to her.

Male narrator: Vioxx is here. A prescription medicine for osteoarthritis pain.
Close-up of Vioxx bottle with banner on the lid
Close-up of palm of hand holding a little white pill (Vioxx)

Male narrator: With one little pill a day, Vioxx can provide powerful 24 hour relief.
DH is lacing up skates

Male narrator: Vioxx specifically targets only the Cox-2 enzyme, a key source of arthritis pain.
DH is doing warm up exercises and then steps out onto the ice
See our ad in Prevention BOTTOM OF SCREEN

Male narrator: People with allergic reactions, such as to asthma, to aspirin or other arthritis medicines should not take Vioxx.
DH is skating alone in the empty ice rink
Vioxx.com BOTTOM OF SCREEN

Male narrator: In rare cases, serious stomach problems such as bleeding can occur without warning. Tell your doctor if you have liver or kidney problems.
DH continues skating around the whole rink; shot of young girl watching in awe
1-888-36-vioxx BOTTOM OF SCREEN

Male narrator: For more information, talk to your doctor about once daily Vioxx for the relief of on television osteoarthritis pain.
DH skating
Your results may vary BOTTOM OF SCREEN

DH: Perhaps my biggest victory is to be able to plan my day around my life instead of my pain.

DH skating
Male narrator: Ask your doctor if Vioxx is right for you.
Ask your doctor about Vioxx ON TELEVISION SCREEN

Man narrator: Vioxx. For everyday victories.
DH skating with words superimposed over her.
Once daily ON TELEVISION SCREEN
Vioxx banner ON TELEVISION SCREEN
For everyday victories BOTTOM OF SCREEN

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15 second commercial for Zocor
Dan Reeves: What would it take for you to talk to your doctor about Zocor?
Shot of DR with children in a football huddle, outlining a play
Dan Reeves—Head coach BOTTOM LEFT OF SCREEN

Close-up of children’s faces and DR’s hands
Zocor banner BOTTOM LEFT OF SCREEN

Children yelling and throwing football, running and playing
1-800-MERCK-94 BOTTOM OF SCREEN
www.zocor.com BOTTOM OF SCREEN

DR: Ask your doctor if Zocor could work for you
Children still playing, then shot of DR Cheering a touchdown.
1-800-MERCK-94 BOTTOM OF SCREEN
www.zocor.com BOTTOM OF SCREEN

DR: Zocor. Be there.
Zocor banner BOTTOM RIGHT OF SCREEN
Be there. BOTTOM RIGHT OF SCREEN under banner

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1 minute commercial for Zocor
~football noises, low background music
Men playing practice football—running, passing, tackling, with Dan Reeves coaching.

Dan Reeves: Over the years I’ve learned that when something works, you stick with it.
Dan Reeves—Head coach BOTTOM OF SCREEN

DR: After bypass surgery a few years ago, I needed to lower my cholesterol.
My doctor told me about Zocor.
Dan Reeves sitting in a chair, holding a football.

DR: He said Zocor, along with a healthy diet and exercise, could really lower my cholesterol.
Lowers cholesterol BOTTOM OF SCREEN
Close-up of football play diagram
Zocor banner BOTTOM OF SCREEN

DR: Taking Zocor every day has kept my cholesterol where it should be.
Close-up of Dan Reeves

Your results may vary BOTTOM OF SCREEN

DR: It significantly reduces the risk of heart attack among people with high cholesterol and heart disease.

DR in chair with football
Reduces risk of heart attack BOTTOM OF SCREEN

DR: That's something to feel good about.

Football players lined up for a play
High Cholesterol, Heart Disease BOTTOM OF SCREEN

Female narrator: Zocor is a prescription medication and is not for everyone, including women who are nursing, pregnant, or may become pregnant, or people with liver problems.

Men at football practice—passing, close-up of football, which is caught by a boy.

Female narrator: Your doctor may do blood tests to check for liver problems because serious side effects can result.

Dan Reeves playing football with group of boys and girls
For more information, talk to your healthcare professional BOTTOM OF SCREEN

Female narrator: Tell your doctor about any muscle pain or weakness you experience and about any medicines you are taking.

See our ad in Saturday Evening Post BOTTOM OF SCREEN
1 800 MERCK 33 / www.zocor.com BOTTOM OF SCREEN

DR: When diet and exercise aren’t enough, ask your doctor about Zocor. Take care of yourself. It’s your future—be there.

Dan Reeves sitting on a playground with football.
Zocor banner / it’s your future. Be there BOTTOM OF SCREEN

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1 minute commercial for Zoloft

~mostly black and white cartoonish commercial with egg looking character

Male narrator: You know when you’re not feeling like yourself. You’re tired all the time. You may feel sad, hopeless, and lose interest in things you once loved. You may feel anxious, can’t even sleep. Your daily activities and relationships suffer. You know when you just don’t feel right.

Sad looking egg-like cartoon sighs, cries, and doesn’t pay attention to bright ladybug.

Day turns to night, and egg runs into a rock wall and looks sadder, then turns away from wall.

Male narrator: Now here’s something you may not know: these are some symptoms of depression, a serious medical condition affecting more than 20 million Americans.

Symptoms persist every day for at least two weeks BOTTOM OF SCREEN
Male narrator: While the cause is unknown, depression may be related to an imbalance of naturally occurring chemicals between nerve cells and the brain. Zoloft, a prescription medicine, works to correct this imbalance.

~slow clarinet type music begins here

Rudimentary cartoon example of chemical imbalance and imbalance corrected

Chemical Imbalance TOP OF SCREEN

Dramatization BOTTOM OF SCREEN

Zoloft banner TOP OF SCREEN

Male narrator: When you know more about what’s wrong, you can help make it right.

Egg looks happier, and watches ladybug.

Male narrator: Only your doctor can diagnose depression. Zoloft is not for everyone. People taking medicines called MAOIs shouldn’t take Zoloft.

Egg begins to smile and jump and follow ladybug.

Depression is a serious medical condition BOTTOM OF SCREEN

Zoloft is approved for adults 18 and older BOTTOM OF SCREEN

Male narrator: Side effects may include dry mouth, insomnia, sexual side effects, diarrhea, nausea, and sleepiness.

Egg still following ladybug in front of Zoloft banner

See our ad in Fitness magazine BOTTOM OF SCREEN

Male narrator: Zoloft is not habit forming. Talk to your doctor about Zoloft—the number one prescribed brand of its kind.

Egg jumping and smiling behind ladybug

www.ZOLOFT.com BOTTOM OF SCREEN

Male narrator: Zoloft—when you know more about what’s wrong, you can help make it right.

Zoloft banner TOP OF SCREEN

When you know more about what’s wrong, you can help make it right under banner

1-800-6-zoloft BOTTOM OF SCREEN

30 second commercial for Zyrtec

~commercial is in black and white, except for the Zyrtec symbol and phrases, which are in lime green

Woman: When it comes to allergies, I’m a grass, ragweed, pet dander

Shot of woman sitting in bedroom on bed with small dog next to her and plant in background

Woman: But my allergy medicine wasn’t approved for the pet dander

Woman is sitting in living room on sofa playing with dog

Woman: So it was either get rid of it or get rid of Rufus

Woman is sitting on bed again, petting Rufus (small dog)

~upbeat instrumental background music (guitar or banjo) begins here

Male narrator: Not all allergy medicines are approved for indoor and outdoor allergies.
Woman picks Rufus up and puts him in a shoulder bag
Male narrator: Among leading prescription antihistamines, only Zyrtec is FDA approved to treat indoor and outdoor allergies
Woman places shoulder bag on park bench and removes Rufus from bag.
They play in a grassy open park
Only Zyrtec is FDA approved to treat indoor and outdoor allergies ON TELEVISION SCREEN
Zyrtec banner BOTTOM RIGHT OF SCREEN
Male narrator: In studies, drowsiness was the only common side effect
Close-up of Rufus’ face with him licking his chops
See our ad in Shape magazine BOTTOM OF SCREEN
Male narrator: Others included fatigue and dry mouth. Most were mild to moderate.
Shot of woman chasing Rufus around the park
Ask your doctor about Zyrtec BOTTOM OF SCREEN
Lots of allergies, just one Zyrtec.
White screen with Zyrtec banner TOP OF SCREEN—Zyrtec banner changes into (Zur’-tek)
And then back again.
Lots of allergies, just one Zyrtec under banner
www.zyrtec.com BOTTOM LEFT OF SCREEN
1-800-4-zyrtec BOTTOM RIGHT OF SCREEN
# APPENDIX B

## All Commercials Aired by Network, Date, and Time Block

<table>
<thead>
<tr>
<th></th>
<th>11A-12P</th>
<th>12P-1P</th>
<th>1P-2P</th>
<th>8P-9P</th>
<th>9P-10P</th>
<th>10P-11P</th>
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<td></td>
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</tr>
<tr>
<td>1/28/02</td>
<td>1m Zoloft</td>
<td>1m OrthoL</td>
<td>1m Advair</td>
<td>30s Viagra</td>
<td>15s Vioxx</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>15s Celebrex</td>
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<td></td>
<td></td>
<td>1m Diflucan</td>
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<td>1m Serevent</td>
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<tr>
<td>1/29/02</td>
<td>1m Zoloft</td>
<td>30s DetrolG</td>
<td>30s FlonaseH</td>
<td>1m Zocor</td>
<td>30s Viagra</td>
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<tr>
<td></td>
<td>1m Advair</td>
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<td></td>
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<tr>
<td>1/30/02</td>
<td>1m Advair</td>
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<td></td>
<td>15s FionaseB</td>
<td>1m OrthoJ</td>
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<td>1m OrthoJ</td>
<td>30s FlonaseV</td>
<td>30s Viagra</td>
<td>1m Zocor</td>
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<td>2/4/02</td>
<td>1m Ambien</td>
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<tr>
<td></td>
<td>1m Detrol</td>
<td>15s FionaseB</td>
<td>15s Nexium</td>
<td>1m Vioxx</td>
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<td>2/5/02</td>
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<td>1m Advair</td>
<td>15s Nexium</td>
<td>1m Nexium</td>
<td>1m PlavixG</td>
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<td></td>
<td></td>
<td>1m Vioxx</td>
<td>30s Detrol</td>
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<td>2/6/02</td>
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<td>15s Nexium</td>
<td>1m Vioxx</td>
<td>30s Allegra</td>
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<td></td>
<td></td>
<td>1m Nexium</td>
<td>1m PaxilM</td>
<td>1m Zocor</td>
<td></td>
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<td>2/7/02</td>
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<td>1m Nexium</td>
<td>1m Vioxx</td>
<td>1m PaxilW</td>
<td>15s FionaseB</td>
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<td>1m Nexium</td>
<td>1m Imitrex</td>
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<td></td>
<td>1m Zoloft</td>
<td>15s Vioxx</td>
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<td>1m Imitrex</td>
<td>30s Viagra</td>
<td>1m Advair</td>
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<td></td>
<td>1m Lipitor</td>
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<td>30s Zyrtec</td>
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<tr>
<td></td>
<td>1m PaxilM</td>
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<td>1m Advair</td>
<td>1m Zoloft</td>
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<td>15s Ambien</td>
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<td>15s Nexium</td>
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<td>1m PaxilW</td>
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<td>2/14/02</td>
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<td>30s Viagra</td>
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</table>

A=AM; P=PM; m=minute(s); s=second(s)
## APPENDIX C

Unique Commercials by Brand Name and Commercial Description

<table>
<thead>
<tr>
<th>Drug</th>
<th>Commercial</th>
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</thead>
<tbody>
<tr>
<td>Advair</td>
<td>1 minute-woman in desert</td>
</tr>
<tr>
<td>Allegra</td>
<td>30 second-woman at soccer game</td>
</tr>
<tr>
<td>Ambien</td>
<td>15 second-nature/animals</td>
</tr>
<tr>
<td>Ambien</td>
<td>1 minute-cycle of life</td>
</tr>
<tr>
<td>Celebrex</td>
<td>15 second-Zamboni driver</td>
</tr>
<tr>
<td>Dretol LA</td>
<td>30 second-women golfers</td>
</tr>
<tr>
<td>Dretol LA</td>
<td>1 minute-montage of people</td>
</tr>
<tr>
<td>Diflucan</td>
<td>1 minute-woman in garden</td>
</tr>
<tr>
<td>Flonase</td>
<td>15 second-woman bulldozing yard</td>
</tr>
<tr>
<td>Flonase</td>
<td>30 second-man vacuuming out house</td>
</tr>
<tr>
<td>Flonase</td>
<td>30 second-family hauling home off</td>
</tr>
<tr>
<td>Imitrex</td>
<td>1 minute-woman with campers</td>
</tr>
<tr>
<td>Lipitor</td>
<td>1 minute-handsome man swimming</td>
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<tr>
<td>Nexium</td>
<td>15 second-free sample</td>
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<tr>
<td>Nexium</td>
<td>1 minute-people by shore</td>
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<tr>
<td>Orthotri-cyclen</td>
<td>1 minute-Jessica and Nick</td>
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<tr>
<td>Orthotri-cyclen</td>
<td>1 minute-Lisa and Mike</td>
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<tr>
<td>Paxil</td>
<td>1 minute-man, girl, man, woman</td>
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<tr>
<td>Paxil</td>
<td>1 minute-3 women, man</td>
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<tr>
<td>Plavix</td>
<td>1 minute-gardening grandma</td>
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<tr>
<td>Plavix</td>
<td>1 minute-fishing grandpa</td>
</tr>
<tr>
<td>Serevent</td>
<td>1 minute-man reading to kids</td>
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<tr>
<td>Singulair</td>
<td>1 minute-woman with family/students</td>
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<tr>
<td>Singulair</td>
<td>1 minute-boy with friends and dog</td>
</tr>
<tr>
<td>Viagra</td>
<td>30 second-Mark Martin/NASCAR</td>
</tr>
<tr>
<td>Vioxx</td>
<td>15 second-Dorothy Hamill</td>
</tr>
<tr>
<td>Vioxx</td>
<td>1 minute-Dorothy Hamill</td>
</tr>
<tr>
<td>Zocor</td>
<td>15 second-Dan Reeves with kids</td>
</tr>
<tr>
<td>Zocor</td>
<td>1 minute-Dan Reeves with team &amp; kids</td>
</tr>
<tr>
<td>Zoloft</td>
<td>1 minute-cartoon egg</td>
</tr>
<tr>
<td>Zyrtec</td>
<td>30 second-woman with dog at park</td>
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</tbody>
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References


