

# DEMULEN®

Demulen, a combination estrogen and progestin oral contraceptive was a well-established, under-resourced and undifferentiated brand in a large, competitive category. It lacked any singularly unique attribute or benefit. Ownership of the very simple core category benefit was


obtained using an irreverent and unexpected communications approach: We illustrated the mechanism of action in a way that captured the spirit of the drug - playful, straightforward and effective.

# DEMULEN

## Using creativity to gain competitive advantage

Given that it was a well-known combination product, differentiation had to happen by creating a persona that would stand apart from the highly technical, detail-oriented pharmaceutical ads to physicians. Demulen needed to establish an emotional connection while avoiding the cliché of most contraceptive ads. The creative centered on the relatively straight-forward mechanism of action of all oral contraceptives: They work by stopping a woman's egg from fully developing each month; the egg can no longer accept a sperm and fertilization is prevented.

Ownership of the very simple core category benefit was obtained with an irreverent and unexpected communications approach: We illustrated the mechanism of action in a way that captured the spirit of the drug - playful, straightforward and effective. Awareness skyrocketed and new prescriptions grew 19% within the first six months of the campaign's launch.



*"I coulda been a contender."*


**DEMULEN<sup>®</sup> 1/35**  
(ethynodiol diacetate 1 mg, ethinyl estradiol 35 mcg)  
**Where protection begins**

The physician should become familiar with the prescribing information detailing the drug product, which discusses important risks, such as thromboembolic disorders including stroke and heart attack, risk of estrogen dose and hepatic function, as well as the need to monitor patients for early symptoms of any disease or medical condition, so care can be discontinued when appropriate.

Please see adjoining page for a brief summary of prescribing information.

The OC innovator **SEARLE**

*"Another Saturday night and we ain't got nobody."*



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