

## Restrictions essential to spur creativity



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IF YOU'RE worried that healthcare regulations are squeezing the life out of our industry, check out "Take It From a Fish" — AstraZeneca's unbranded campaign (developed with Digi-tasLBI) that reeled in the Grand Prix at Cannes this summer.

To realize that change and restrictions are often necessities, you only have to consider that the American consumer was once told, "More doctors choose Camels than any other cigarette." Restrictions exist as essential components of creativity.

What makes us more productive in the last 30 minutes of a jam-packed day than during an entire weekend? Answer: restrictions. The very thing holding us back may actually fuel creativity.

We're products of our time and place and we work within established parameters. Would anyone devalue Mozart's genius simply because he adhered to the strict classical forms of the day? Consider his piano sonatas: By staying within the rulebook, he composed incredibly inventive work without breaking conventions. And his piano output alone spans the full range of emotional expression.

Now consider the classical pianist, who must adhere to an extremely detailed set of musical direction. It is his or her job to flawlessly play what is written

on each page, down to the very last sixteenth note. Yet how the music is uniquely interpreted is precisely where the pianist's creativity shines through.

Restricting fuel takes many forms. If word count is your limitation, creativity means never having to say you're wordy. If a deadline gets bumped up, focus becomes your creative polestar. If a budget gets cut in half, resourcefulness becomes your canvas. (Did you know that Handel wrote *Messiah* in 24 days—in time for a planned charity concert?)

However restrictions appear, they provide something to work within and push against. That blank canvas or empty page can be paralyzing. Restrictions may take away some of the choices that can immobilize us from

making progress. When we're firing on all cylinders, we can and must quickly distinguish the creatively feasible from the infinitely possible.

Most creatives working on a pharma account love conceptual branded work. But remember, there are many other freshwater streams to trawl for creativity—from claims development to infographics to re-engagement communications. There are always new lures and new ways to set the hook. Take your cue from [takeitfromafish.com](http://takeitfromafish.com)—and see how creativity rises to the surface without being tied directly to branded product promotion.

Embrace the restrictions and let your imagination run free. It promises to be your best catch of the day.

## Reframe your approach to video



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DOCTORS NOW watch online videos almost as much as they watch TV. According to a Google and Manhattan Research study, they average six hours of online video viewing a week. Of greater significance for marketers, 85% of them take some action after watching a professional video—they either request a product sample, refer the content to a colleague or make a decision.

Such stats reinforce that video can be an *effective* marketing tool for reaching healthcare professionals. The question is, Can you also make video *cost-efficient*?

Let's start with what not to do.

- Don't assume that you need just one video. Beyond physicians, you need to win over administrators, procurement specialists and CFOs. To be truly effective, the message and positioning in your videos must be relevant to each audience.

- But don't assume that means you need to produce completely different videos. If you approach the project strategically, you can turn one video production into multiple video segments—all with careful planning, skillful editing and tailored voice-overs.

So how do you do this exactly? Here are three "dos" that have worked for our clients:

- Make it modular. Just because you shoot one video doesn't mean you only have to present it as a single piece. The beauty of video is that you can segment

it into modules in which each tells the part of the story that a specific audience wants to hear.

For example, to help one leading surgical device company launch a new product, we created a three-part video. One module demonstrated doctors using the new device. Another module, geared toward procurement specialists, compared the new product side by side with its predecessor. A third module presented the cost-benefit analysis to help CFOs justify the investment in the new device.

Strung together as one video, the modules provided great training for sales reps. But as individual modules they homed in on the details necessary to convince each target audience to endorse the device's purchase.

- Leverage advances in digital animation. Today it's less costly

for video professionals to create sophisticated digital animation than live footage. Done well, animation can do away with the need for expensive sets and locations—even product demonstrators. And it ensures that your story is told accurately and that key points are highlighted.

- Use your video in other marketing applications. Maximize video content by integrating it into your entire marketing plan. Extract and repurpose clips in online display ads, social-media posts and email marketing campaigns as well as on your website. And, of course, add the modules to your own YouTube channel.

Any way you slice it, that one video you produced can be transformed into as many video assets as you need—all with more strategic planning up front and for less investment overall.