

Peer Review

Marketers critique marketing campaigns

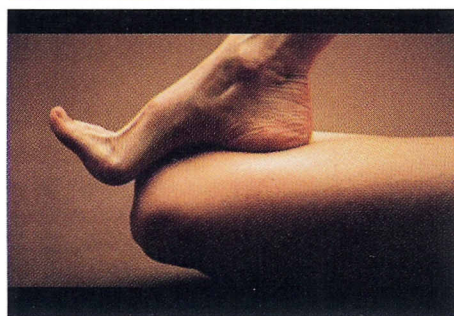
Tylenol Should 'Feel Better' About New Ad Campaign



MIKE DOHERTY
Cole & Weber

Mike Doherty is president of Cole & Weber United, a shop he has dubbed "a creativity company which designs brand experiences that have a strong business impact." Recently, his Seattle-based agency helped reinvigorate a number of iconic brands, including Colt 45, Rainier Beer and Carlo Rossi. Other clients include Nike and Jones Soda. Under the leadership of this 20-year veteran, Cole & Weber has twice been recognized as a Brandweek Guerrilla Marketer of the Year. Doherty oversees client strategy, agency operations and explores new ways to expand the boundaries of traditional advertising. All of which can give a man a headache every now and again. Here are his thoughts about pain relief and Tylenol's new campaign from Deutsch, New York.

TV



Giving pain the boot: Television ads focus on parts of the body that ache.

WHEREVER FOR WHATEVER. This seems to be the central message of the pain reliever category. Brand X works wherever I hurt in whatever situation I happen to feel pain.

Pain relief can be a tough category for consumers to differentiate between brands. So when watching the new Tylenol work, I asked myself these questions: Did they find out anything about Tylenol that is truly unique and that consumers could love? Did they create work that would stand out or just follow category conventions?

The answer to all of these questions is "yes." This campaign feels like it comes from a leader, a well-informed authority that respects my personal opinion of myself. I like this work because it talks to me, not at me, which is pain relief in and of itself.

"Works with your body" proves to be an interesting idea. It identifies a product difference and, at its core, there is a sense of empowerment. It acknowledges that I know something about my body, and that I'm not totally ignorant when it comes to maintaining my well being.

People who are over the age of 25 know what part of their body is routinely an issue without the aid of any bad problem/solution demonstrations. And does anybody really carry around three different pain relievers for different pains? Or, more stupidly, take the wrong one for the wrong pain, as the other pain relief brands would

lead you to believe?

Last time I had a headache, I took whatever was around and it went away.

This campaign managed to avoid the category conventions. Thankfully, there weren't any contrived testimonials of people espousing the pain reliever as something revolutionary.

This work, dubbed "Feel better," feels more like a conversation about healthcare with a person whom I'm interested in having a conversation.

The previous "Tylenol Promise" work felt defensive and only served to remind me of the tainted-Tylenol scare. It felt like it was doing a job that I thought had already been done.

There are some issues with the new effort. The ancillary nuggets of wisdom (in print and on the Web site) for this campaign ring a bit hollow. The talk about massages relieving headaches and taking a day off when you're sick do add to the thoughtfulness of the "Feel Better" tagline. But I wonder if consumers really want to engage with Tylenol in a conversation about feeling better, given all the other places they can go for that type of enlightenment.

Also, while Tylenol may be a credible source for common-sense advice on feeling better, I think they could have further empowered consumers. I was puzzled as to why the banners invited you to find out more ways of relieving a fever or feeling better.

It would seem that for Tylenol to own "Feel Bet-

Out-of-Home

Your soul is fine.

Save the chicken soup for your cold.



Feel better,
TYLENOL
COLD

Other forms of relief: Supporting campaign elements offer common sense tips.

ter" there is a lot more they could do to invite consumers into the dialogue. Personal health is an engaging topic.

It would have been stronger if consumers could contribute their own common-sense ideas for feeling better rather than just having them come from Tylenol.

All in all, at a brand level, I think the campaign is a good effort. I like the rich, warm, variable-focus and close-up shots of the TV spot compared to the white, antiseptic, symbolic look of the print and banner ads. But I suppose you can

only show close-ups of body parts for so long.

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"Thankfully there weren't any contrived testimonials espousing Tylenol as revolutionary."

Online



Feel better,
TYLENOL

Not a headache to look at: The banner ads keep the messaging simple.

Please send submissions and comments to: Peer Review, c/o Brandweek, 770 Broadway, New York, NY 10003, or feedback@brandweek.com