



“The cough and cold remedy market is one of the, pardon the pun, most congested areas in media in the late fall and winter season. This product, Chloraseptic, was designed with an anesthetic action. The idea behind that was if you numbed the pain and inflammation, you would cough less and reduce the irritation in your throat, which would allow for faster healing.

We had come up with a number of really solid campaign ideas for this brand and were getting ready to present to Procter. But the night before the presentation, I brought a package of the lozenges home with me, because my wife was getting a cold and had a sore throat and I thought I would do a little product testing on her. She tried one of the lozenges and then looked at me and went, “Whoa, that really goes boom in your throat and stops the pain.”

Well you can’t say something like that to a creative guy without it turning into something like you see above. This campaign was chosen hands down over the other three we had prepared. And the next year, my art director, Dan Floyd and I were given a P&G Golden Sparkplug award, for advertising ideas that helped build brand share. It was just under 2 points. But in a uber competitive market, that was a lot. This campaign was executed print and transit, and I’m told it also won a bunch of advertising awards. (I’d left DMB&B to go on my own by that time). But in hindsight, the Golden Sparkplug was the biggie, because it was all about the brand and its success in share and sales volume terms.”

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