

Friday May 11, 2007

MARKETING DAILY TOP STORY

Benadryl hopes consumers react to new TV campaign

Benadryl has launched a national television commercial that touts the brand as a treatment for unexpected allergic reactions.

The animated spot, created by Toronto's **JWT**, shows a man walking down the street and being hit with a dart, causing a rash to break out on his skin. He looks over into a nearby park, where characters representing potential allergy sources like laundry detergent and weeds shrug sheepishly. Although he is unable to determine the source of his allergic reaction, the man shrugs and reaches for a box of Benadryl.



[click to play ad](#)

The ad wraps up with a shot of Benadryl in a medicine cabinet, along with the tag line, "Remember the 'dryl."

According to **Monique Zarry**, vice-president, group account director for JWT, the campaign is designed to position Benadryl as a complement to medications geared toward relieving seasonal allergy symptoms. "It was an opportunity to reinforce Benadryl's position in the medicine cabinet alongside those allergy medications that you might take in spring and fall," says Zarry.

Zarry adds that while consumers are aware of the potential for sudden allergic reactions, they're more interested in finding a solution than the source of the problem. "More and more people are realizing that our bodies do have reactions like this and it isn't something that's serious or is going to last forever," she says. "Oftentimes people don't even want to know what it is. It's 'oh shoot, clearly I reacted to something and I just want the reaction to go away.'"

Zarry says her agency and Benadryl both felt it was important to shy away from off-putting imagery and take a more lighthearted approach with the commercial. "To actually show it in a real-life situation may not be the best way to say what we're trying to say, so I think the style of animation portrays the message that these can be very uncomfortable allergic reactions, without having to show somebody actually suffering from one in real life."

The spot launched earlier this week and will air throughout the summer. Another version of the spot will also launch in the coming months, with the last five seconds altered to include information about Benadryl's Itch Relief Stick.