



Pfizer releases new Polysporin commercial

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Pfizer of Toronto has released a new national television campaign promoting its Polysporin Complete line of antibiotic products. The 30-second commercial was created by JWT Canada. In it, a man playing with his children in his yard slides on his stomach off the end of a sprinkler sheet and into a pile of trash on the driveway. Another man becomes distracted by a rabbit while pushing his daughter on a swing. The swing knocks him into a barbecue, after which he falls onto a stone patio. A voiceover says, "You're enjoying the moment, when suddenly it hits you. Now would be a good time to pick up some Polysporin Complete. Three antibiotics plus soothing pain relief." The ad will air in English and French until September. The French-language adaptation was handled by Enterprise-JWT of Montreal. "We wanted the ad to relay the message that Polysporin Complete isn't just for kids' scrapes and scratches. It's for adults too," said Monique Zarry, group account director at JWT. "While the ad is humorous, it was important to reinforce that it's always best to be prepared for any mishaps that might occur while out having fun."