

AdvertisingAge



Bayer Aspirin

Agency: Energy BBDO-BBDO New York
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Category: Medicines and Proprietary Remedies
Engagement Score: 106
Category Average: 65

**LOW DOSE
ASPIRIN THERAPY.
REDEFINED.**

**LOW DOSE ASPIRIN
LOWERS RISK OF HEART ATTACK**

**PHYTOSTEROLS
LOWERS CHOLESTEROL**

If you're already on an aspirin regimen,
talk to your doctor about whether you can
get even more protection for your heart.

Introducing **NEW** Bayer With Heart Advantage,
the only low dose aspirin that reduces
the risk of heart attack, and has phytosterols,
that are proven to lower cholesterol.*

**MORE PROTECTION
FOR YOUR HEART.**

Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin or modify an aspirin regimen.

*Dietary supplement or food containing at least 80mg per serving of free phytosterols, eaten twice a day with meals for a daily total intake of at least 160mg, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease by lowering blood cholesterol. Each Bayer With Heart Advantage Aspirin Plus contains 80mg of free phytosterols. This product is not a replacement for cholesterol-lowering medications.

EXPECT WONDERS.™

Of all the creative tools at the disposal of creators of print advertisements, color is undoubtedly one of the most effective. With sunny canary yellow as its predominant shade, along with the presence of the bright red packaging which contains the product, the Bayer creative has little chance of escaping readers' notice, as its high

engagement score goes to show. MRI Starch results indicate that ads that make good use of palette of strong primary colors frequently perform well in securing initial reader attention. Even more importantly, the ad also manages to impart valuable benefits-related product information in its text -- thus enticing the reader and increasing overall interest. In the case of the Bayer ad, a riveting color scheme, along with copy that clearly communicates product benefits, joined forces to fully engage a large segment of readers.

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