



ACAME CAMPAIGN PRESENTATION

STATEMENT

ACAME (African Association of Essential Drugs Purchasing Centres) launched an invitation to tender for proposal of posters, with a concept aiming at clearly showing the importance of generic drugs for African populations and enhancing the image of these drugs.

ACAME selected this proposal and is presenting the strategic and creative reflection lines in this document.

PROBLEM STATEMENT

- How can generic drug image be enhanced within the general public in ACAME Member States through posters?
- How can generic drugs advantages be shown to the general public?
- How can we encourage the general public to choose generic drugs through this poster?

CREATIVE LINES

PLEDGE

- Generic drugs are safe
- Generic drugs are efficient
- Generic drugs are economical

STONE OF THE POSTERS

- Cheerful
- Reassuring

VISION

Generic drugs provide safe, efficient and economic health care alternative to African populations.

GENERIC DRUGS CAMPAIGN BACKGROUND

The message to convey must be developed by taking into account previous campaign background.

The first great campaigns focused on the economic advantages of generic drugs compared to patent medicines, with catch phrase reading as follows : « Generic and patent medicines : same thing but not same price ! ».



The following campaigns aimed at sensitizing the audience on the danger of street drugs by using disturbing images with clear message: « drugs sold in Streets : it kills ! »



We believe that it would be appropriate now to convey, through a new concept, a new, different, dynamic and cheerful message likely to reassure populations about the quality of generic drugs distributed by Purchasing Centres.

MESSAGE CONTENT

The concept is focused on the intrinsic advantages of generic drugs and the appealing aspect.

These advantages are clearly put forward, in cheerful and reassuring tone, with graphic devices highlighting them.

The colours chosen aim at creating a pleasant and reassuring environment for the target audience. These colours repeat Pharmacy and ACAME colours.

Capsules are customized to create user-friendliness likely to attract and appeal all the populations, namely children. Their expressive eyes, their welcoming attitude and capsules « arms in arms » convey happiness, generosity and solidarity.

The Agency also makes a point of highlighting quality requirements for generic drugs through the clarity of graphics and the purity of forms.

Finally, the Agency highlighted the economic advantages of generic drugs in the sub-catch phrase.

The various contract logos are displayed on a background that enhances their visibility and harmony with the logo of the Purchasing Centre.

CATCH PHRASES

The Agency uses the technique based on two (2) catch phrases to convey a full message.

The first catch phrase is a play on words aiming at creating musical sounds (Generic and Generous!). This enables to meet technical and artistic requirements: it says « true », it is dynamic (with the exclamation mark) and echoes the happiness expressed by the capsules.

In addition, it can be easily pronounced and memorized by all our target audiences. This guarantees its sustainability.

The second catch phrase, which is more conventional, focuses on generic drug qualities. These qualities are enhanced by the red frame that catches the attention of the target audience.

The two catch phrases surround evenly the product (customized capsules) they refer to.

CONCLUSION

ACAME wants, through this communication medium, to lead the target audience (the whole population) to naturally and confidentially ask for generic drugs delivered by the Purchasing Centre which logo is clearly displayed on top of the poster.