

**SPECIAL REPORT**

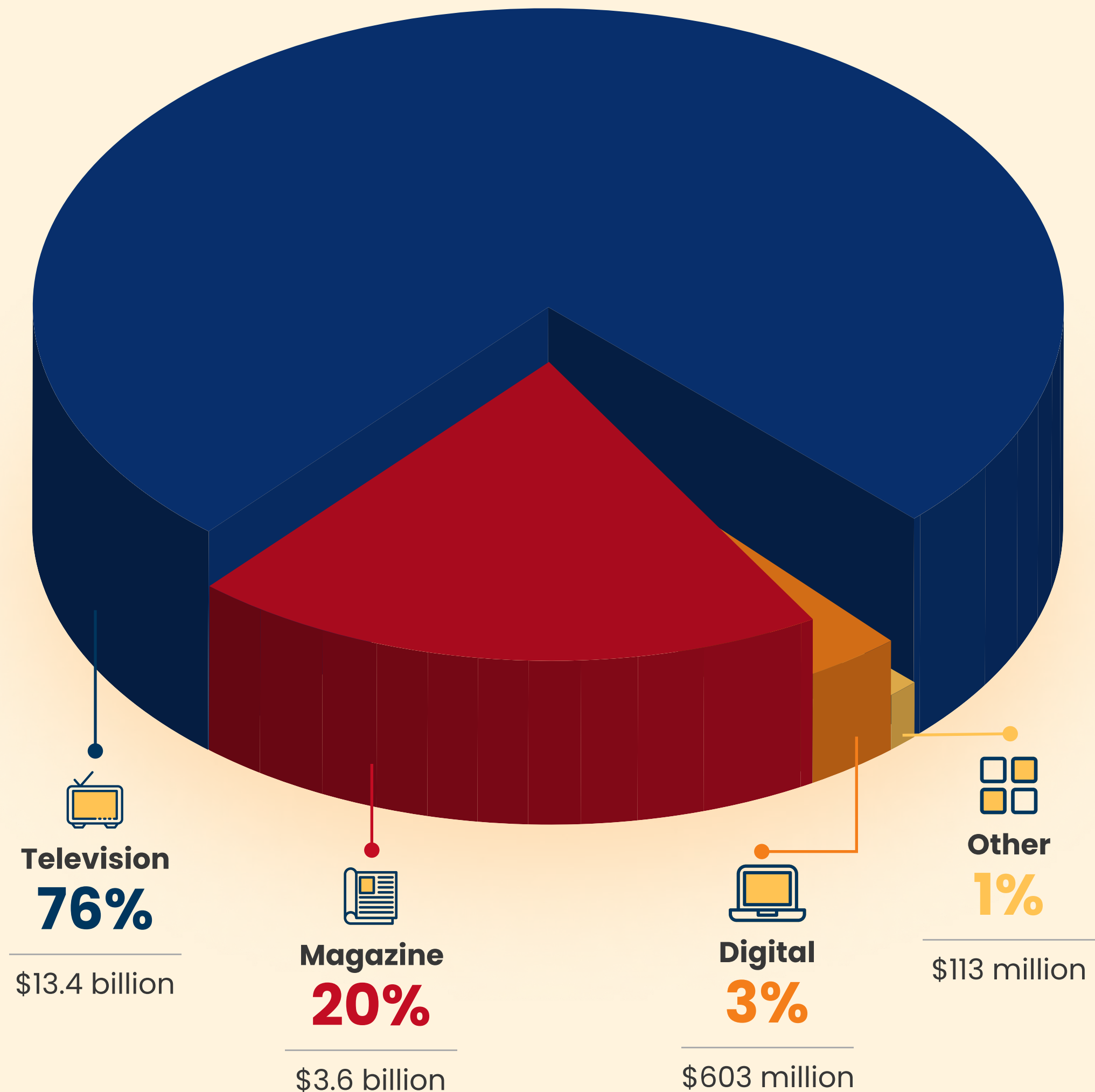
# **DECISION HEURISTICS SCIENCE ANALYSIS OF TOP DTC ADVERTISING CAMPAIGNS**

Explaining the visual and verbal communication strategies of leading DTC ads with frame-by-frame heuristic analysis

## **DTC Campaigns Discussed**

Dupixent | Rybelsus | Rexulti | Kisqali | Tremfya





## About DTC Advertising

Between 2016-2018, the pharmaceutical industry spent a total of \$17.8 billion on DTC advertising across 553 drugs.

Drug manufacturers spent almost half—\$8.2 billion of the \$17.8 billion—on drugs in three therapeutic categories:

- 1 Immune inflammation conditions like RA, PsA, PsO, UC, CD, etc.
- 2 Endocrine and metabolic disorders like T2D, hypothyroidism, etc.
- 3 Conditions affecting the central nervous system like depression, MS, etc.

DTC ads selected for analysis in this special report were based on DTC advertising spending trends.



## About this Report

In this unique report, Newristics conducted a frame-by-frame analysis of 5 leading DTC ads to explain the visual and verbal communication strategies used in the ads through the lens of decision heuristics science.

DTC ads are heavily tested with consumers in market research before they are launched on air, but ad testing methodologies like Millward Brown Link, IPSOS ASI, etc. don't use decision heuristic science as a tool to evaluate the effectiveness of ads.

## DTC Ads Analyzed

**DUPIXENT** 

Kenny and Mozetta  
Eczema DTC Ad

Page  
6-10

**RYBELSUS** <sup>®</sup>

Ray's A1c  
DTC Ad

Page  
11-15

 **REXULTI**

Isolated  
DTC Ad

Page  
16-20

 Tremfya <sup>®</sup>

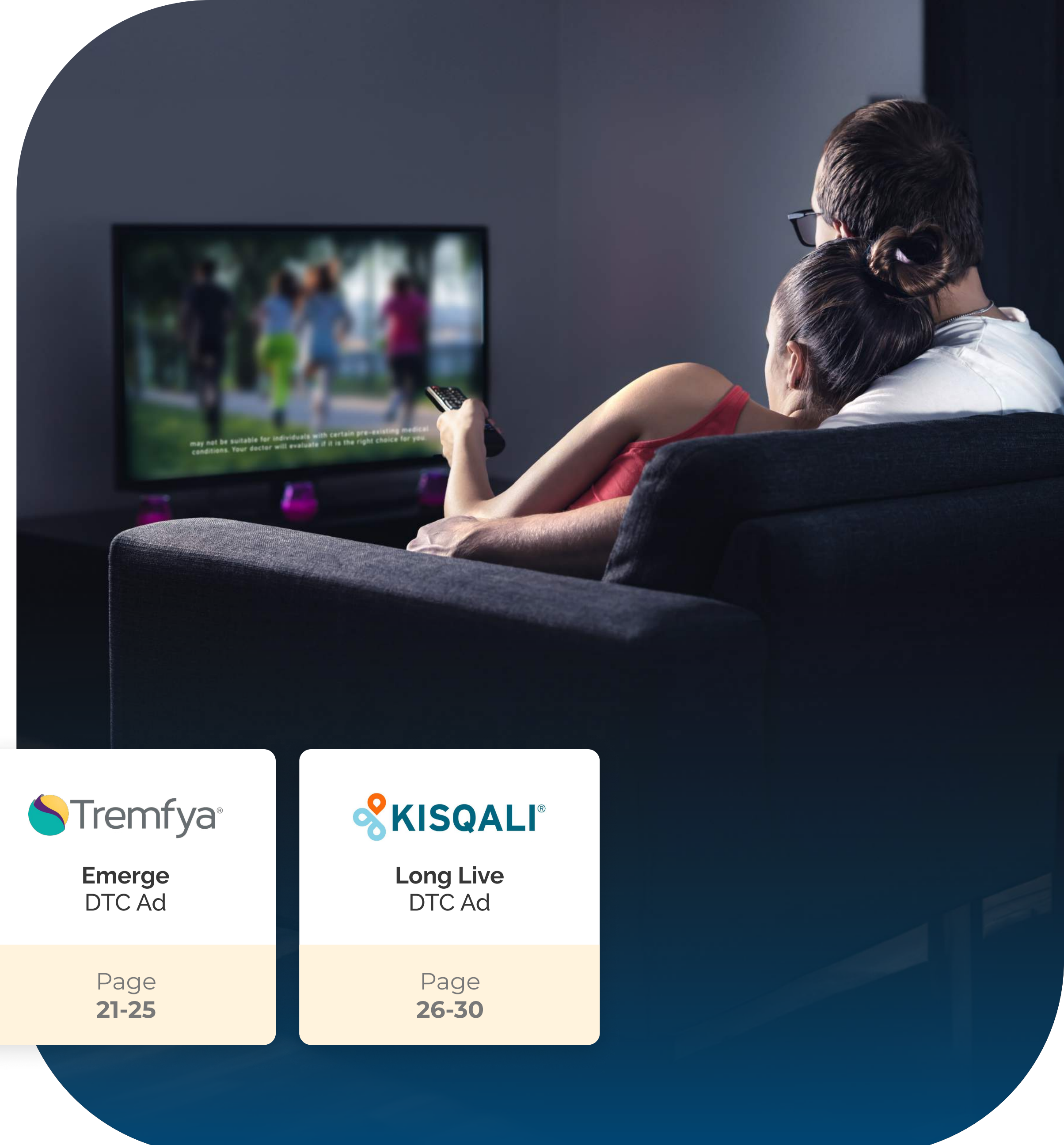
Emerge  
DTC Ad

Page  
21-25

 **KISQALI** <sup>®</sup>

Long Live  
DTC Ad

Page  
26-30



## About the Study

Every ad was broken up into key frames and both the visual and verbal communications were analyzed for specific decision heuristics used in each frame. The analysis was done using a combination of behavioral science experts and machine learning algorithms designed to reverse engineer decision heuristics addressed in messaging.

- 1** Heuristics used in each frame were selected from Newristics' database of 660+ decision heuristics, backed by 10,000+ research papers.
- 2** For each ad, 6 key frames were selected as the most important for analysis and the heuristics discovered in visual and verbal communications of these 6 key frames are discussed individually in this report.
- 3** Each frame was evaluated by behavioral science experts and rated on how well it leveraged decision heuristics in visual and verbal execution.

## About Heuristics



### What are decision heuristics?

Heuristics are shortcuts. Decision heuristics are mental shortcuts used to make decisions. They help us make efficient decisions most of the time, but sometimes, heuristics can lead to quick decisions that are not the best for us. We rarely recognize our own decision heuristics and often don't realize that we are making sub-optimal decisions due to shortcuts.



### Why are decision heuristics important in DTC advertising?

Patients in a given disease state are also making decisions using heuristics. The specific heuristics they use vary by disease state and even within a disease state, different segments of patients might be driven by somewhat different heuristics. DTC advertising should address the decision heuristics of the patients it is targeting and ideally, every frame in the ad should be leveraging an important heuristic. Within an ad frame, heuristics can be addressed visually (through the creative) or verbally (through the copy).



## HEURISTICS USED IN THE ANALYSIS

**1**  
Affect Heuristic

**2**  
Anchoring Bias

**3**  
Ascription to Causality

**4**  
Attentional Bias

**5**  
Background Contrast Effect

**6**  
Belief Bias

**7**  
Catalyst Fallacy

**8**  
Certainty Illusion

**9**  
Commitment Bias

**10**  
Complication Bias

**11**  
Disappointment Aversion

**12**  
Disjunctive Rule

**13**  
Distinction Bias

**14**  
Escalation of Commitment

**15**  
False Uniqueness Effect

**16**  
Focusing Effect

**17**  
Familiarity Effect

**18**  
Framing Effect

**19**  
Incremental Decision Making

**20**  
Illusion of Control

**21**  
Halo Effect

**22**  
Happy People Happy Choices

**23**  
Left Digit Bias

**24**  
Mental Accounting

**25**  
Negativity Bias

**26**  
Opportunity Cost Neglect

**27**  
Optimism Bias

**28**  
Overconfidence Effect

**29**  
Passive Acceptance Effect

**30**  
Positive Outcome Bias

**31**  
Repetition Bias

**32**  
Rule of Consistency

**33**  
Satisficing

**34**  
Social Proof

**35**  
Spotlight Effect

**36**  
Wishful Thinking



VOICEOVER

Martial arts is my passion.

I work out whenever I can.

With my moderate to severe eczema, it can be tough.



VOICEOVER

My skin was so uncomfortable.

The itching was so bad.

Now I am staying ahead of my eczema.



VOICEOVER

There is a power inside all of us to live our passion.

Dupixent works on the inside to help heal your skin from within.



VOICEOVER

It helps block a key source of inflammation inside the body that causes eczema.



VOICEOVER

So adults can have long-lasting clearer skin and fast itch relief.



VOICEOVER

Healing from within is a powerful thing.

Ask your eczema specialist how Dupixent can help your skin from within.



# Kenny and Masetta

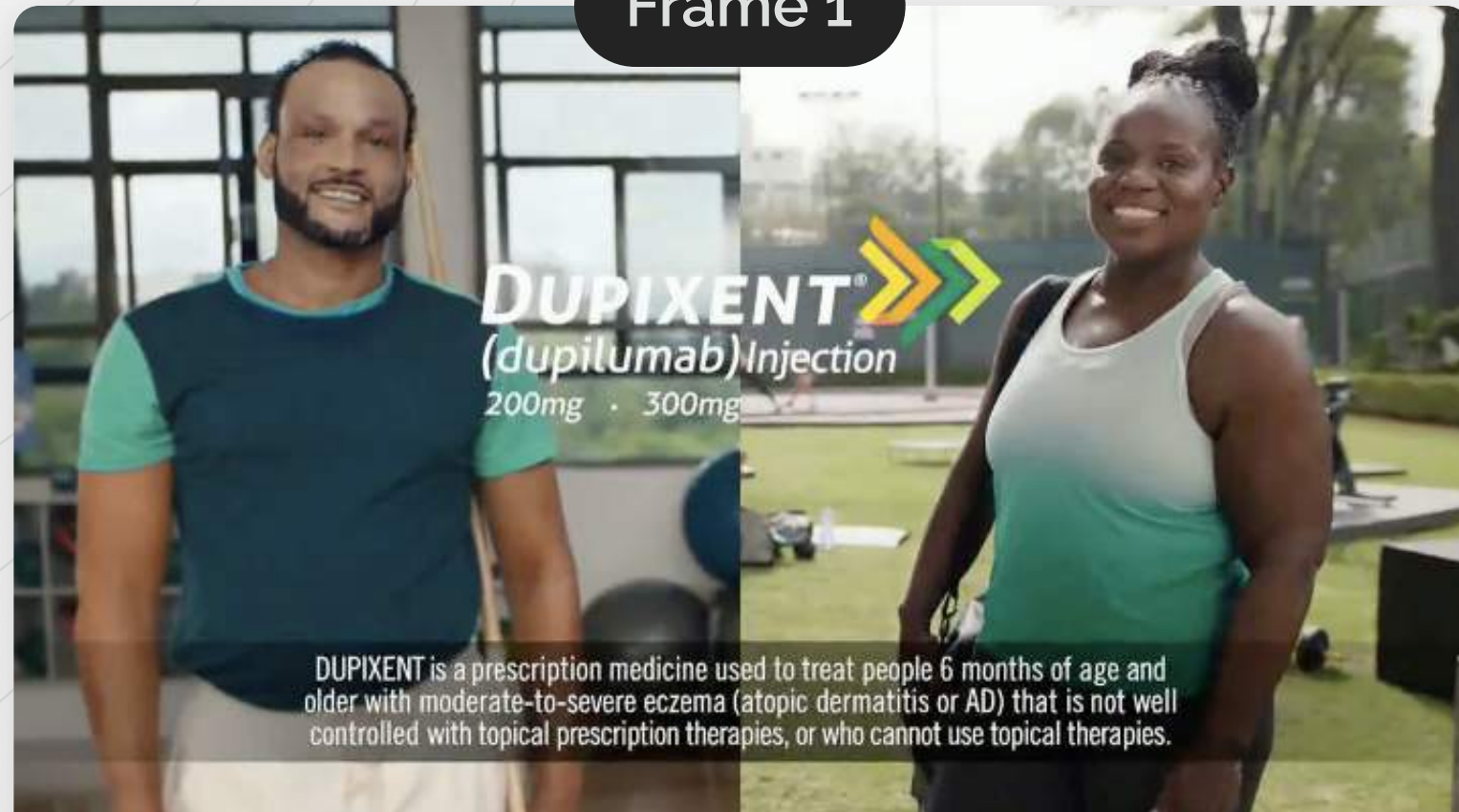
## Eczema DTC Ad

Duration  
60 Seconds

Published  
March 27, 2023



Frame 1



VOICEOVER

Martial arts is my passion.

I work out whenever I can.

With my moderate to severe eczema, it can be tough.

Heuristic used

# RULE OF CONSISTENCY



During this frame, the ad is talking to the Rule of Consistency heuristic both visually and verbally. Rule of Consistency (ROC) is a psychological phenomenon in which we are motivated to create and maintain a consistent image of ourselves - both for others to see and even in our minds. While this ad uses martial arts to appeal to patients' ROC, it can be relatable to others as well who don't participate in martial arts.

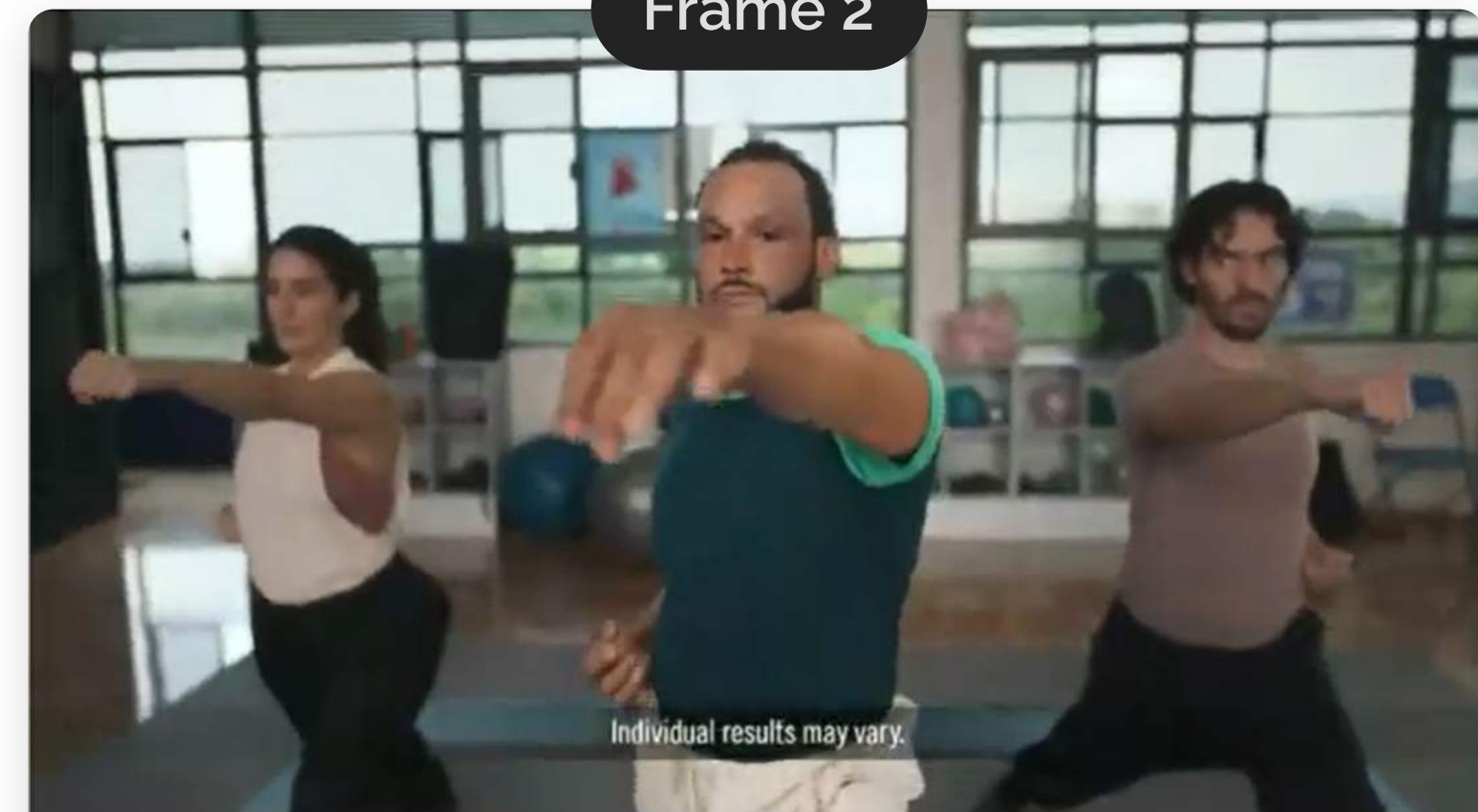
Heuristics used

# NEGATIVITY BIAS, ILLUSION OF CONTROL



In the first part of this frame, Negativity Bias heuristic is being used in the VO to tap into the negative memories of pain, discomfort and itching that many eczema patients have experienced for years. In the second part, Illusion of Control heuristic is being leveraged both visually and verbally to make patients feel like they can achieve the impossible - i.e. stay ahead of their disease.

Frame 2



VOICEOVER

My skin was so uncomfortable.

The itching was so bad.

Now I am staying ahead of eczema.



Frame 3



VOICEOVER

There is a power inside all of us to live our passion.

Dupixent works on the inside to help heal your skin from within.

Heuristic used

**BELIEF BIAS**

In this frame, Belief Bias heuristic is being used in two different ways, both verbally and visually. The language "power inside all of us to live our passion" is easy to believe and picture in your mind, even though there is no scientific evidence to support it. The second use of Belief Bias is even easier to imagine (works on the inside to help heal your skin from within) and cleverly separates Dupixent from topical steroids without referring to them.



Heuristic used

**ASCRPTION OF CAUSALITY**



The language "block a key source...that causes eczema" is leveraging the Ascription of Causality heuristic by implying that there is a specific cause of eczema, which is easier to understand for patients. In reality, the pathophysiology of eczema could be much more complex and much of it is probably still unknown, but patients can't/don't want to deal with such MOD complexity.

Frame 4



VOICEOVER

It helps block a key source of inflammation inside the body that causes eczema.



Frame 5



VOICEOVER

So adults can have long-lasting clearer skin and fast itch relief.

Heuristics used

**OPTIMISM BIAS,  
ATTENTIONAL BIAS**



Optimism Bias is being leveraged in this frame both verbally and visually through references to clearer skin. The language "long-lasting clearer skin and fast itch relief" feeds Optimism Bias on both durability and speed of results. Visually, even though the skin shots are not pre-post for the same person, they still communicate "skin clearance". The skin shots are also leveraging Attentional Bias because they evoke emotion in patients who have been suffering from eczema for years.

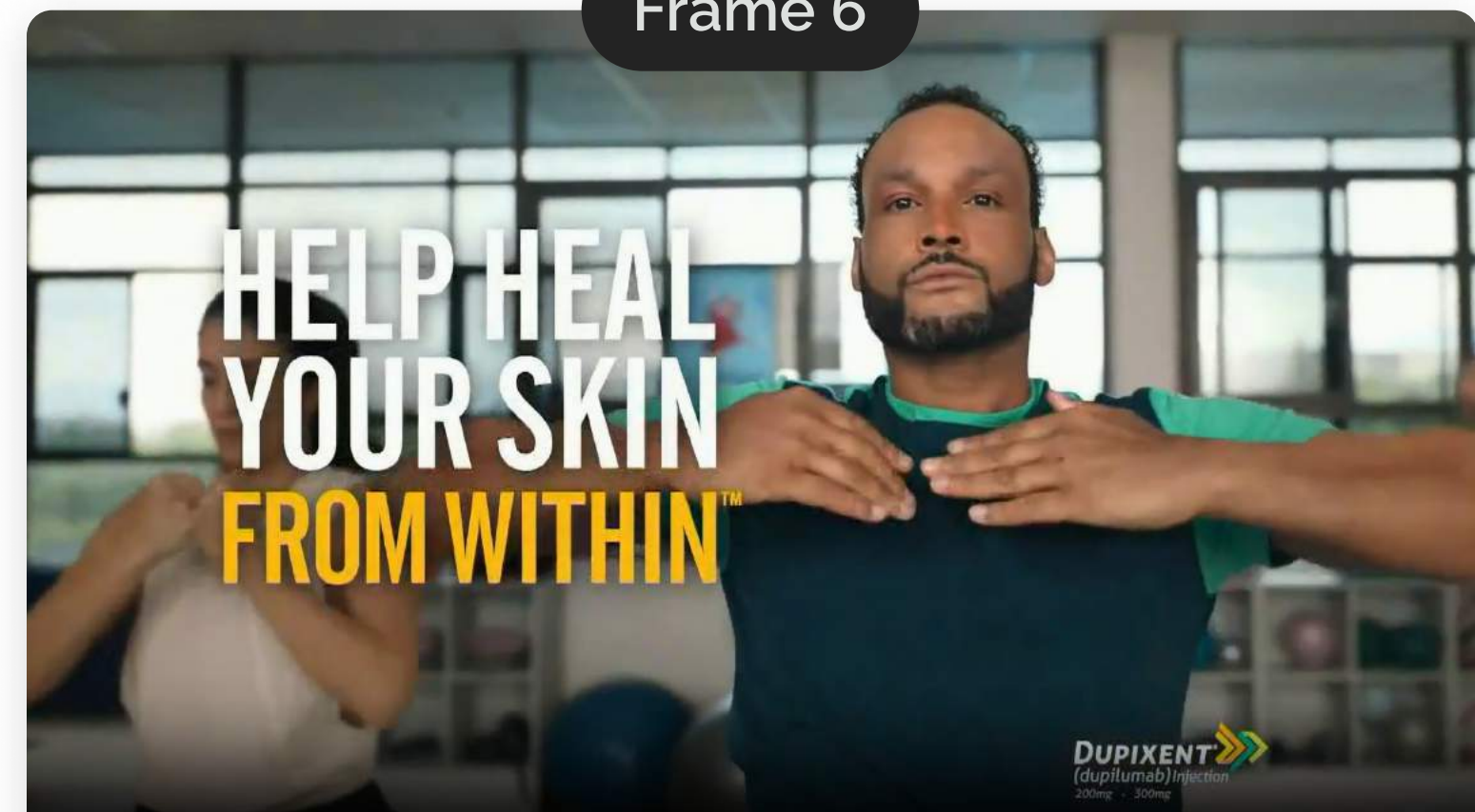
Heuristics used

**BELIEF BIAS,  
REPETITION BIAS**



Belief Bias is used again in this closing frame of the ad by repeating the concept of "healing from within" in multiple ways. The first reference "Healing from within is a powerful thing" is not about eczema or Dupixent, while the second reference "Heal your skin from within" is eczema-specific.

Frame 6



VOICEOVER

Healing from within is a powerful thing.

Ask your eczema specialist how Dupixent can help heal your skin from within.





# SUMMARY



## Healing from within

Since the majority of Rx and OTC treatment options for eczema are topical, being an injectable biologic is both a unique differentiator and a barrier for Dupixent's adoption at the same time. In this ad, Dupixent is cleverly establishing itself as a non-topical option for eczema treatment without directly attacking, or even referring to topicals. The phrase "healing from within" has multiple interpretations – it can mean non-topical, a natural way to help the body, and perhaps even "will power" – and the ad is using it very smartly to get the most out of the copy.



## Living your passion

The ad starts and ends with people practicing martial arts, which happens to be their passion. The idea that Dupixent allowed them to pursue their life's passion is very campaignable and can be applied to a list of "passions" that are relatable to people. Different executions of the same ad strategy can be used to create a consistent campaign based on "living your passion".



## Power inside us

The other important concept in this ad is the idea of "power inside us" and how it is connected to Dupixent working on the inside to help us heal from within. The word "inside" serves as connective tissue to link the healing of skin to power. The ad never directly says that Dupixent is powerful, but it connects the power inside us to Dupixent working inside us. The copy "Power inside us" further reinforces the feelings of willpower to beat eczema.



## Visualizing MOA/Efficacy

The ad refers to the MOA through copy "blocks a key source of inflammation", but doesn't visualize the inflammation or the blocking mechanism, which is a missed opportunity. Similarly, the efficacy is visualized with side-by-side shots, which are typically used for Pre-Post improvement in the skin, but in this ad, the two shots feature two different people and there is no pre-post. There is no visualization of long-term clearing and fast itch relief, which may also be a missed opportunity.

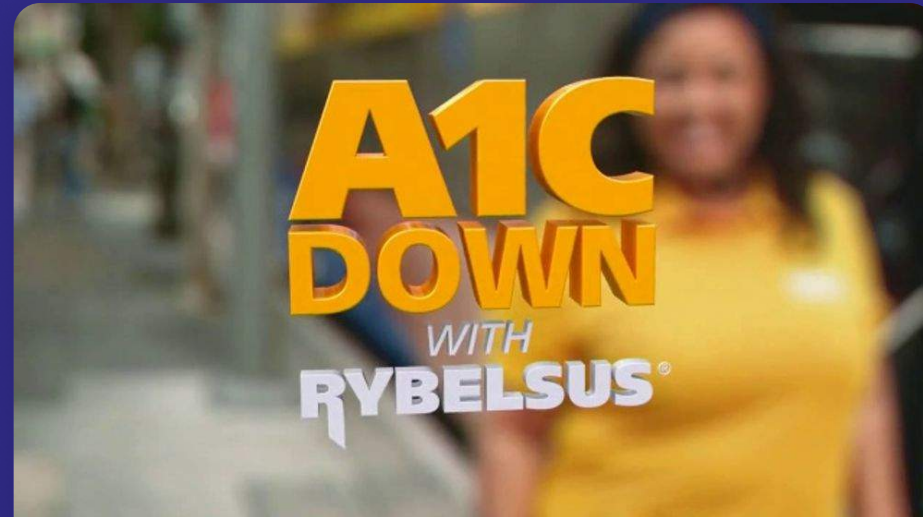




VOICEOVER

My A1C stayed here, it needed to be here.

Ray's A1C is down with Rybelsus.



VOICEOVER

I'm down with Rybelsus.

My A1C is down with Rybelsus.



VOICEOVER

In a clinical study, once daily Rybelsus significantly lowered A1C better than the leading branded pill.



VOICEOVER

In the same study, people taking Rybelsus lost more weight.



VOICEOVER

Need to get your A1C down?

A1C Down with Rybelsus.



VOICEOVER

You may pay as little as \$10/prescription.

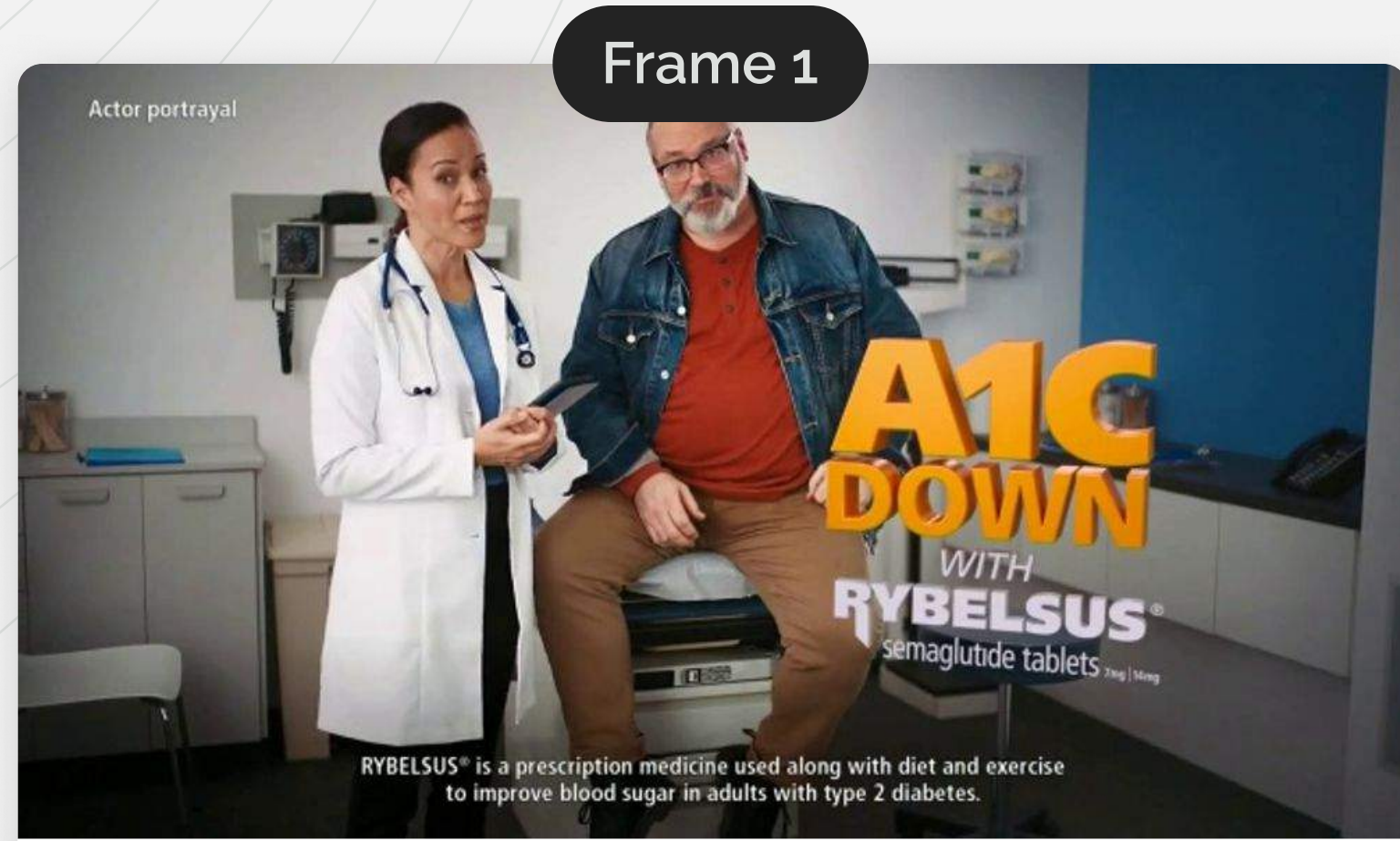
**RYBELSUS®**

Ray's A1C  
DTC Ad

Duration  
60 Seconds

Published  
November 14, 2022





**VOICEOVER**

My A1C stayed here, it needed to be here.

Ray's A1C is down with Rybelsus.

Heuristics used

**ANCHORING EFFECT,  
FOCUSING EFFECT**

In this frame, the ad is tapping into the single most important anchor both HCPs and patients have about T2D - "Bring A1C down". While T2D is so much more than the glycation of haemoglobin cells, everyone simply focuses on bringing A1C numbers down because that's what they have been taught about the disease for the longest time.

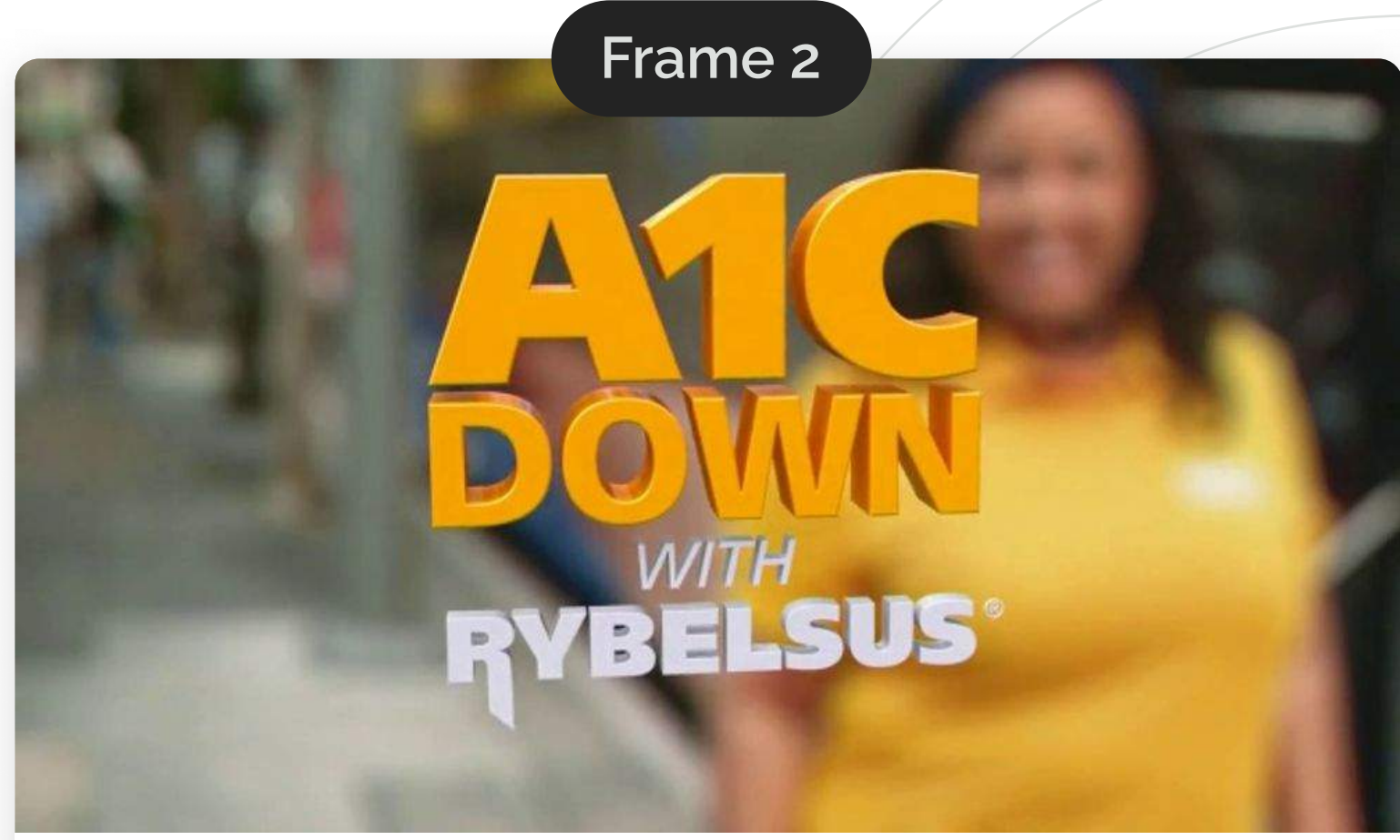


Heuristics used

**REPETITION BIAS,  
FAMILIARITY EFFECT**



In this frame, the ad is leveraging Repetition Bias both visually and verbally by featuring the "Down with Rybelsus" phrase multiple times, delivered through multiple patients. Since the phrase "Down with...X" is also familiar to everyone as urban slang for support/likeness for X, it is serving a dual purpose in this frame through the use of Familiarity Effect heuristic.



**VOICEOVER**

I'm down with Rybelsus.

My A1C is down with Rybelsus.



Frame 3



VOICEOVER

In a clinical study, once daily Rybelsus significantly lowered A1C better than the leading branded pill.

Heuristic used

**DISTINCTION BIAS**

In this frame, Distinction Bias heuristic is being leveraged verbally through the phrase "better than the leading branded pill" in the voice over copy to differentiate Rybelsus vs. orals. The language "lowered A1C" is used instead of "A1C down" which breaks the repetition used in previous frames.



Heuristic used

**OPTIMISM BIAS**



Optimism Bias is being leveraged in this frame, both verbally and visually through references to losing more weight. Being overweight can be a struggle for many T2D patients and talking to Optimism Bias can give patients more hope about losing weight. The patient featured in this frame visually represents an overweight patient but looks happy and content, which are related emotions to hope.

Frame 4



VOICEOVER

In the same study, people taking Rybelsus lost more weight.





Frame 5

VOICEOVER

Need to get your A1C down?

A1C down with Rybelsus.



Heuristic used

**OVERCONFIDENCE EFFECT**

In this frame, the ad is leveraging Overconfidence Effect both visually and verbally through voice over copy. All 3 patients are visually projecting an image of confidence in having gotten their A1C down.

Heuristic used

**MENTAL ACCOUNTING**



In this frame, the co-pay card offer is leveraging Mental Accounting heuristic both visually and through VO copy. Many people create mental accounts for how much they can/should spend on a prescription and if the amount is much higher than what they have accounted for, they struggle with increasing the limit in their mind.

Frame 6

Ask your healthcare provider about RYBELSUS® today.



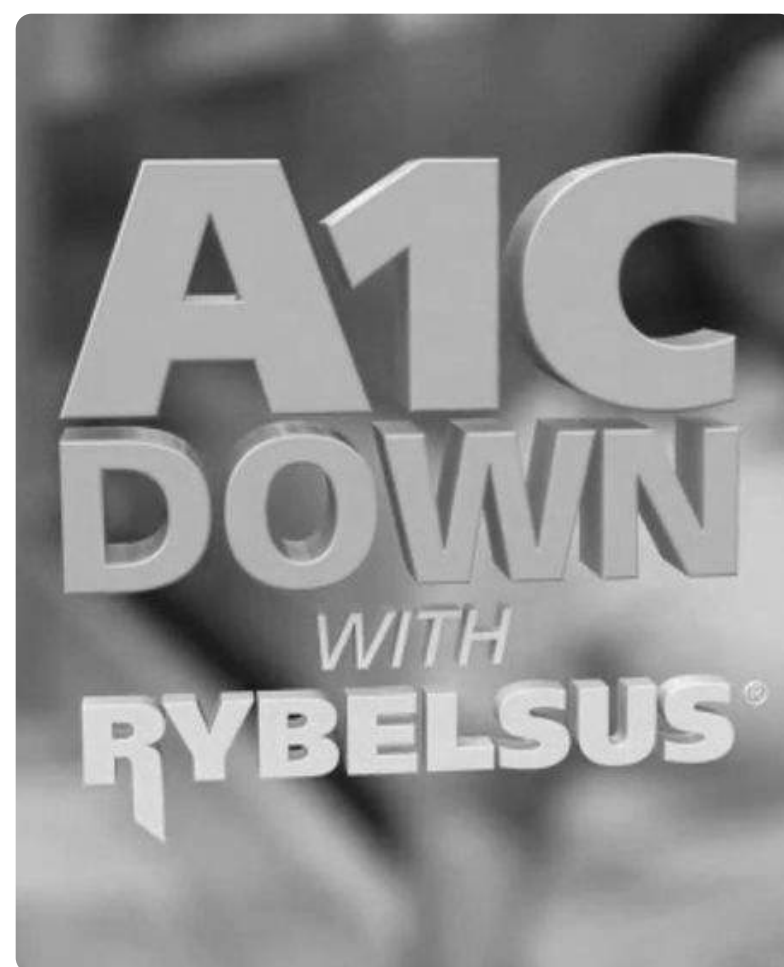
Look up your cost and a Savings Offer at [MyRybelsusCost.com](https://MyRybelsusCost.com)  
 To receive offer, 7 mg or 14 mg dose prescription must be for a 1-, 2-, or 3-month supply.  
 For 3 mg dose, pay as little as \$10 each month.

Applies to eligible, commercially insured patients only. Eligibility and other restrictions apply. See Terms and Conditions of Use at [RYBELSUS.com](https://RYBELSUS.com).  
 © 2022 Novo Nordisk. All rights reserved. 1-833-GLP-PILL | Visit [RYBELSUS.com](https://RYBELSUS.com)

VOICEOVER

You may pay as little as \$10/prescription.





# SUMMARY



## “Down with...”

The creative idea behind this ad is focused on leveraging the phrase "Down with Rybelsus" in two different contexts - "A1C is down with Rybelsus", and "I am down with Rybelsus". The first context of A1C is down with Rybelsus is category price of entry benefit for a diabetes drug and is not differentiating by itself. By linking the "A1C is down with Rybelsus" to "I am down with Rybelsus", the ad taps into everyday colloquialism to differentiate the brand and present its A1C reduction benefit in a memorable way.



## Lost more weight

The other H2H efficacy claim in the ad is for weight loss and instead of referring to lbs lost or % of body weight lost, the VO refers to "lost MORE weight". Since the claim doesn't refer to the branded oral comparator, even though the copy says Lost more weight, the claim doesn't come across as a head-to-head claim vs. orals. Typically, weight loss communication in an ad highlights average lbs lost, pre-post images, people exercising or engaging in outdoor activities, etc. In this ad, the weight loss benefit is being communicated differently – through confidence of the actors. They seem comfortable with their lives and project a sense of confidence and happiness with their body language.



## H2H efficacy vs. leading oral

The ad refers to superior A1C reduction vs. the leading branded pill, but the H2H superiority is not visualized on the screen and the VO copy for the efficacy claim does not leverage the "A1C down with..." copy while the efficacy data is being presented. Both are potentially missed opportunities and could have improved the efficacy of communication within the ad.



## Say it again?

Repetition is key to the appeal of this ad, but it could also be a barrier for some viewers who may find the repetition of "Down with..." to be unnecessary or annoying. Finding a way to own the most fundamental product benefit (A1C reduction) with a "brand-ownable expression" is a strategic goal for any ad because it helps the ad score high simultaneously on both Relevance and Differentiation. However, in this ad repeating the "Down with..." phrase may not be enough to own A1C reduction in the mind of the consumer.





VOICEOVER

Even when I was with the people I love,  
I was masking my depression.



VOICEOVER

I was taking an antidepressant.  
But my depression symptoms still made me feel isolated.  
Is it just me?



VOICEOVER

It is not just you.  
Many people experience a partial response to their antidepressant.  
Let's add Rexulti.



VOICEOVER

When added to an antidepressant, Rexulti was proven to reduce depression symptoms 62% more than the antidepressant alone.



VOICEOVER

So you can build on your progress.



VOICEOVER

When depression sets you back, keep moving forward.  
Ask your doctor about adding Rexulti to your antidepressant.



# Isolated

DTC Ad

Duration  
56 Seconds

Published  
February 01, 2023



Frame 1



Actor portrayals

VOICEOVER

Even when I was with the people I love,

I was masking my depression.

Heuristics used

**ATTENTIONAL BIAS,  
SPOTLIGHT EFFECT**

In this frame, Attentional Bias heuristic is being used both verbally with the reference to "people I love" and visually by showing a group of friends who are enjoying each other's company outdoors. The paper smiling face serves as a mnemonic for the Spotlight Effect heuristic and puts the patient's isolation in the spotlight, both metaphorically and literally in the middle of the frame.



Heuristics used

**PASSIVE ACCEPTANCE EFFECT,  
FALSE UNIQUENESS EFFECT**

In this frame, the ad is utilizing the Passive Acceptance Effect heuristic verbally through the reference to residual depression symptoms despite adherence to antidepressants. While the patient is talking about "still feeling isolated", she doesn't look frustrated or dissatisfied about the lack of progress in her symptomatology, which talks to the Passive Acceptance Effect heuristic.

The copy "Is it just me" talks to the False Uniqueness Effect heuristic and sets up the context that many patients with depression are possibly experiencing residual symptoms.



Frame 2



VOICEOVER

I was taking an antidepressant.

But my depression symptoms still made me feel isolated.

Is it just me?



Frame 3



VOICEOVER

It is not just you.  
Many people experience a partial response to their antidepressant.  
Let's add Rexulti.

Heuristics used

**SOCIAL PROOF, AFFECT HEURISTIC, ESCALATION OF COMMITMENTS**

In this frame, Social Proof heuristic is being addressed verbally through the HCP acknowledging that many people have a partial response to antidepressants and that the patient is not alone. The HCP has a soft, caring voice, and the office decor is warm and welcoming, which are all visual cues for Affect Heuristic as well.

The Escalation of Commitments heuristic is being used to introduce Rexulti in this frame, both visually and verbally. The HCP says let's add Rexulti and flips the tablet to show the Rexulti logo. The addition of Rexulti is presented as a continuation of the treatment plan, not as a major change in strategy, which taps into the Escalation of Commitments.



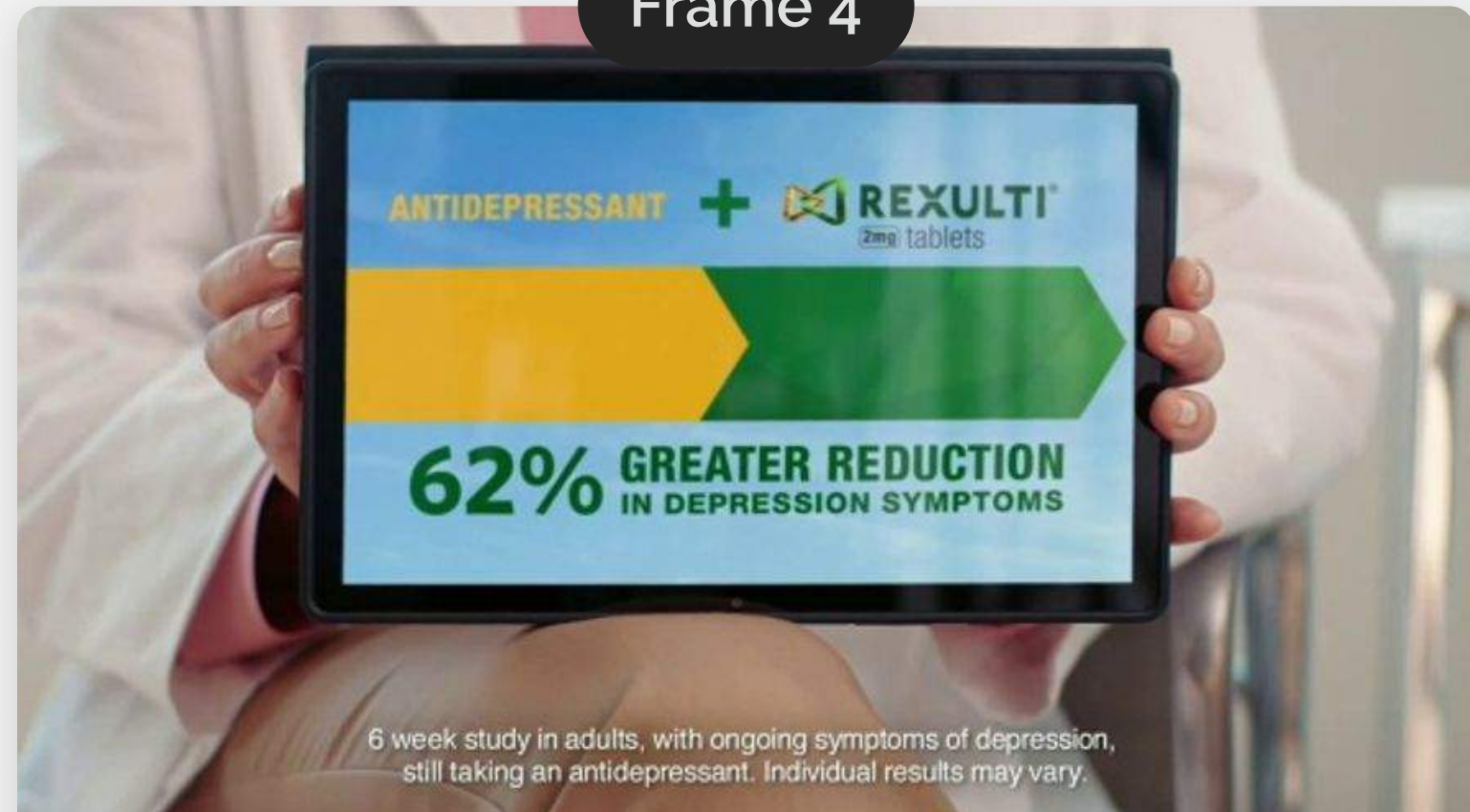
Heuristic used

**BACKGROUND CONTRAST EFFECT**



Frame four presents the core claim or reason-to-believe (RTB), utilizing both visual and verbal elements to evoke the Background Contrast Effect heuristic. The decision is framed as a straightforward binary choice: continue depression treatment by itself or enhance it by adding Rexulti. The claim, "62% more effective than the antidepressant alone," communicates whether or not to add Rexulti appears to be a clear-cut choice.

Frame 4



VOICEOVER

When added to an antidepressant, Rexulti was proven to reduce depression symptoms 62% more than the anti-depressant alone.





Frame 5

**VOICEOVER**  
So you can build on your progress.



Heuristic used

## INCREMENTAL DECISION MAKING

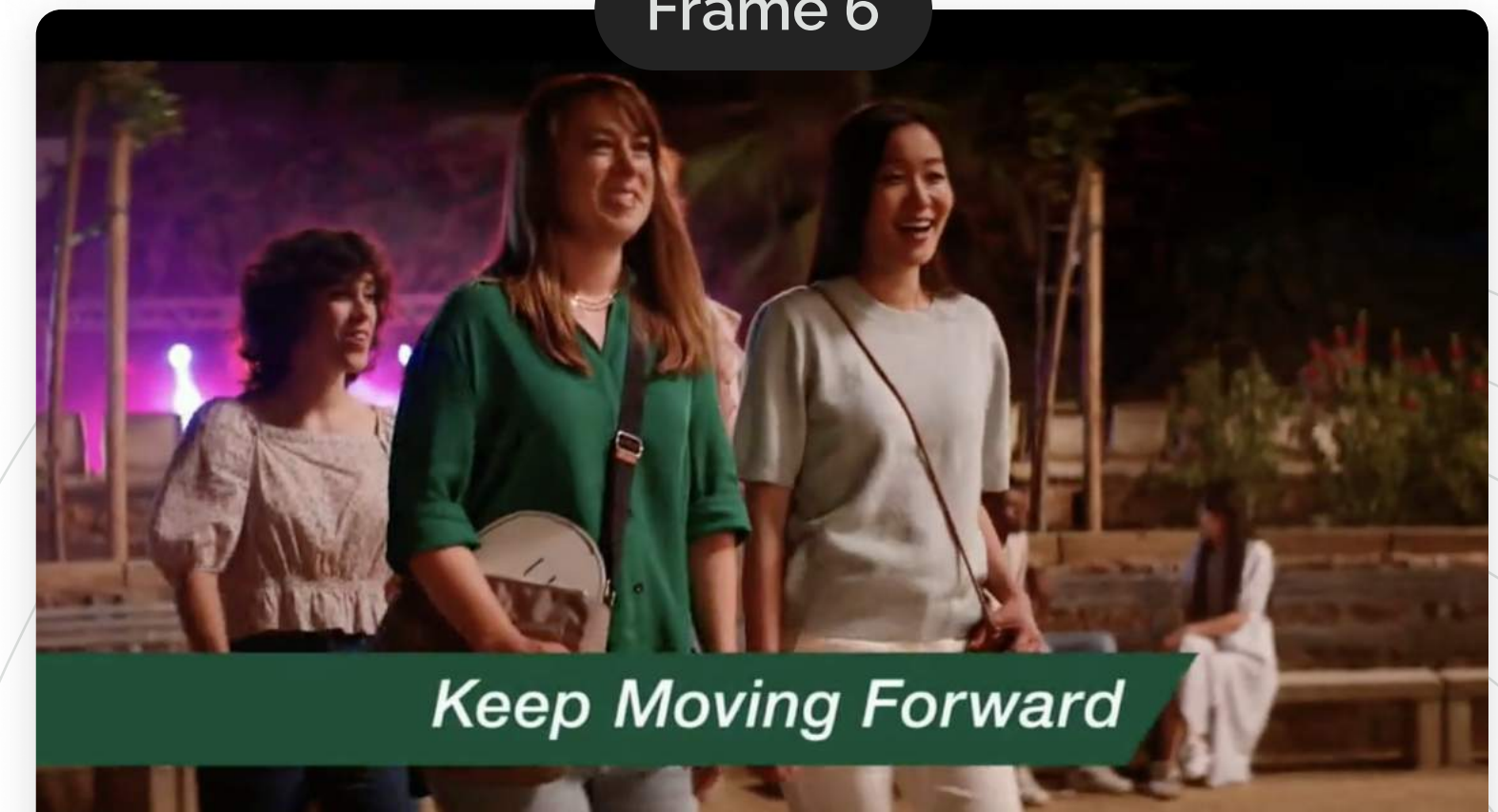
Incremental Decision Making heuristic is being leveraged in this frame verbally through the VO copy "So you can build on your progress". Visually, the idea of "build on your progress" is further communicated through 3 subtle movements on the screen - lowering of the paper face, a soft smile on the patient's face and finally, putting away the paper face in the handbag as the patient walks to be with friends.



Heuristic used

## CATALYST FALLACY

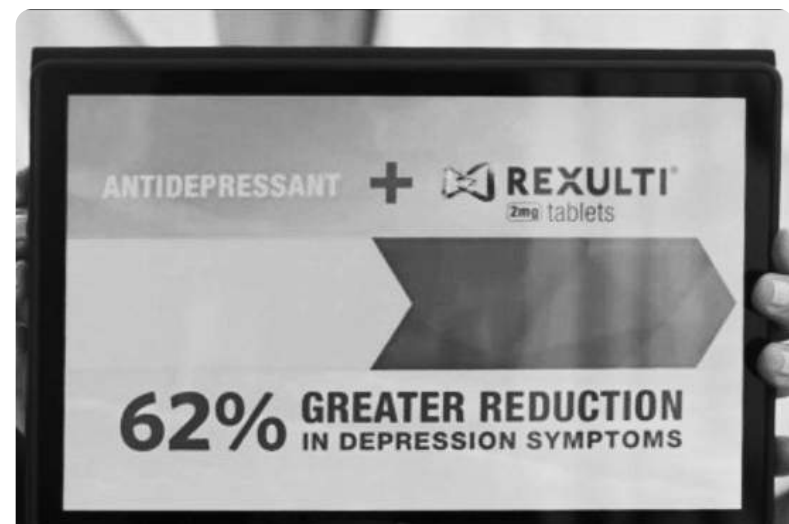
Catalyst Fallacy is the central focus of this frame and is being addressed visually by showing the patient enjoying her time out with friends and also through a "Keep moving forward" copy in VO as well as on the screen. The patient looks happy, connected to the world around her, and confidently walks forward to match the copy. The presence of the paper face in the handbag is a reminder that her depression hasn't gone away, but it doesn't control her life anymore.



Frame 6

**VOICEOVER**  
When depression sets you back, keep moving forward.  
-----  
Ask your doctor about adding Rexulti to your antidepressant.





# SUMMARY



## Paper Face

The smiling paper face has become symbolically associated with Rexulti ads and is quickly recognizable. It is a highly efficient AND memorable way of communicating the idea that even when MDD patients seem happy, they might still be experiencing sadness inside and might still feel isolated. Rexulti ads have been using the paper face for several years now. A few years ago when the paper face was first introduced, it was used to dramatize the negativity of sadness and loneliness, but in this ad, the negativity has been curtailed.



## Partial Response

Partial Response is clearly a brand lexicon that is strategically important to the Rexulti brand and is used consistently in both HCP and patient communications, including this DTC ad. Since it's not a phrase that depression patients would organically use on their own, it is cleverly delivered through an HCP actor in the ad and paired up with more natural-sounding patient language like "my depression symptoms" delivered through the patient actor.



## Partial Response

The ad presents the idea of adding Rexulti to an antidepressant in 3 different (albeit related) ways - don't accept partial response, build on your progress, and keep moving forward when depression sets you back. The ad ends with the concept of "keep moving forward when depression sets you back", but the context of setbacks is not introduced at the beginning of the ad. Similarly, the idea of "progress on your antidepressant" is never introduced early in the ad, so the benefit of "building on your progress" doesn't have the necessary context either.



## Is it just me?

Patients with depression can have self-doubt, which makes the "Is it just me" copy in the ad very relatable. Using it in the context of partial response to antidepressants is a subtle way to communicate that antidepressants have limited efficacy and there is no shame in adding an additional medication to the treatment plan. The ad shifts blame away from the patient to the antidepressant class of drugs while empathizing with the patient.





My plaque psoriasis.

VOICEOVER

The itching, the burning, the stinging.

My skin was no longer mine.

My psoriatic arthritis made my joints stiff, swollen, and painful.



**Tremfya** For adults with moderate to severe plaque psoriasis who may benefit from systemic therapy or phototherapy.

VOICEOVER

Emerge Tremfya.



**Tremfya**

VOICEOVER

Adults with moderate to severe psoriasis can uncover clearer skin and improve symptoms within 16 weeks.



**Tremfya** In P.A. at 24 weeks, more than 5 out of 10 TREMFYA® patients had at least 20% improvement in joint symptoms.

VOICEOVER

Tremfya is also approved for adults with psoriatic arthritis.



**Tremfya** Ask your doctor about TREMFYA®. Call 1.877.578.3527. See our ad in Health magazine.

VOICEOVER

Tremfya. Emerge Tremfya.



**Tremfya** Ask your doctor about TREMFYA®. Call 1.877.578.3527. See our ad in Health magazine.

VOICEOVER

Janssen can help you explore cost-support options.



# Tremfya®

## Emerge

### DTC Ad

Duration  
60 Seconds

Published  
February 01, 2023





## Heuristic used **POSITIVE OUTCOME BIAS**

In this frame, the Positive Outcome Bias heuristic is being used both visually and verbally. The word Tremfyant is a unique branded word created to talk to Positive Outcome Bias in a highly memorable way. It not only implies that the patient will see improvement but even sends the signal that the patient can "beat the disease" and "triumph in their battle" vs. PSO/PSA.

Visually, Positive Outcome Bias is being used even more aggressively in this frame - glass shards fly off the skin, smolders fall off the skin, and metal armor is ripped off the joints. Theatrical music is also used in the background to create the feeling of victory vs. PSO/PSA.



Frame 1

### VOICEOVER

My plaque psoriasis.

The itching, the burning, the stinging.

My skin was no longer mine.

My psoriatic arthritis made my joints stiff, swollen, and painful.



## Heuristics used **ATTENTIONAL BIAS, AFFECT HEURISTIC**

In these frames, Attentional Bias is being used very aggressively to hyper-dramatize the symptoms of psoriasis and psoriatic arthritis. The smoldering skin, glass shards penetrating into the skin, steel armor around the joints, etc. are being used to evoke strong emotions in the viewer. The movement on the screen and the VO is slow and deliberate, highlighting the slow, painful suffering that PSO/PSA patients have to go through.

While Attentional Bias heuristic is used visually, the VO copy is leveraging Affect Heuristic. The sentence "My skin is no longer mine" is designed to not just tap into physical pain, but also the emotional alienation felt by patients living with psoriasis.

Frame 2



**Tremfya** (guselkumab) For adults with moderate to severe plaque psoriasis who may benefit from systemic therapy or phototherapy.

### VOICEOVER

Emerge Tremfyant.



Frame 3

**7 OUT OF 10 PATIENTS SAW  
90% CLEARER SKIN  
AT 16 WEEKS**

Tremfya  
(guselkumab)

**VOICEOVER**  
Adults with moderate to severe psoriasis can uncover clearer skin and improve symptoms within 16 weeks.

Heuristics used

## CERTAINTY ILLUSION, LEFT DIGIT BIAS



This frame uses Certainty Illusion heuristic, both visually and verbally, by emphasizing the 90% clearer skin efficacy data. PSO/PSA sufferers are not only motivated by improvement in symptoms; they place a strong value on near 100% improvement because it gives them a sense of certainty that the treatment will work.

The frame also uses Left Digit Bias heuristic to its advantage in multiple places. 7 out of 10 people who saw 90% Clearer skin can be more motivating than 3 out of 10 people who saw 100% Clearer Skin due to Left Digit Bias.

Heuristic used

## HALO EFFECT



Frame 4 utilizes the Halo Effect heuristic verbally by referring to the PSA indication for Tremfya. While the PSA efficacy data is visible at the bottom of the screen, visually the ad is driving attention to the metal armor flying off the joints since the PSA data is not as impressive as PSO data.

Frame 4

APPROVED FOR ADULTS WITH ACTIVE  
**PSORIATIC ARTHRITIS**

Tremfya  
(guselkumab) In PsA, at 24 weeks, more than 5 out of 10 TREMFYA® patients had at least 20% improvement in joint symptoms.

**VOICEOVER**  
Tremfya is also approved for adults with psoriatic arthritis.



Frame 5



VOICEOVER

Tremfya. Emerge Tremfyant.

Heuristic used  
**CATALYST FALLACY HEURISTIC**

This frame leaves the viewer positively content that triumphing over this disease is not only possible, but expected with Tremfya. The copy "Emerge Tremfyant" creates a strong feeling of confidence that YOU can beat PSO/PSA. Visually, the patients are standing in a strong, confident posture, which also feeds Catalyst Fallacy heuristic.



Heuristic used  
**WISHFUL THINKING**



Frame 6 is very quick and refers to the possibility of financial support from Janssen through VO copy and visually highlights the \$5 per dose text on the screen. Typically, frames focused on co-pay cards and affordability messaging utilize heuristics like Mental Accounting or Opportunity Cost Neglect, but this frame is so quick, that there is no time to highlight the benefits of the savings.

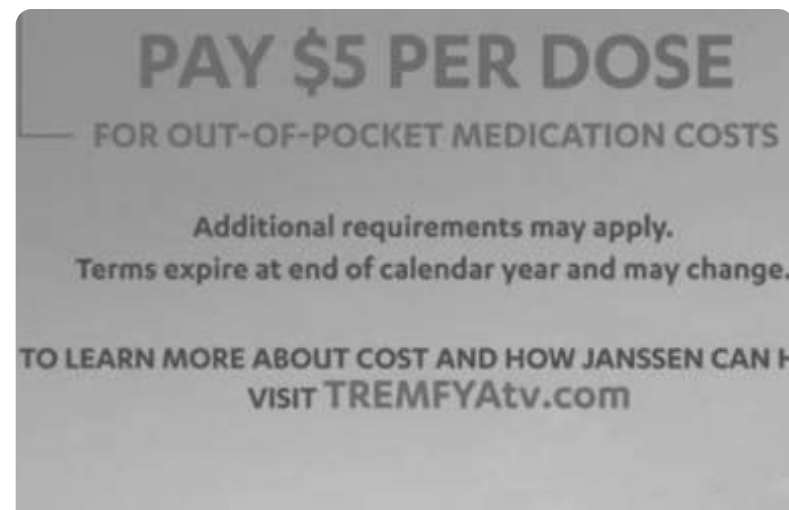
Frame 6



VOICEOVER

Janssen can help you explore cost-support options.





# SUMMARY



## Dramatize the problem or the solution?

This Tremfya ad utilizes hyper-dramatization of the problems that PSO/PSA patients experience by showing smoldering patches of skin, glass shards all over the body, metal armor on joints, etc. Significantly more time and attention in the ad goes to dramatization of the problem compared to the solution.



## 90% Clearer Skin vs. 20% Improvement in Joint Symptoms

If 7 out of 10 PSO patients achieved 90% clearer skin in just 4 months, it's easier to imagine as a viewer that you can also triumph, no matter how disappointing previous treatments might have been for you. In contrast, if 5 out of 10 PSA patients achieved 20%+ improvement in joint symptoms in 6 months, then the viewer may be less confident about what they can expect. The ad visually highlights the skin clearance data much more than joint symptom data.



## Emerge triumphant, or better still, Emerge Tremfya

The phrase Emerge Tremfya successfully connects the brand name to the ultimate category benefits of clear skin and less joint pain/stiffness in a very memorable way. If triumph means victory, emerging triumphant goes beyond just clear skin and less joint pain. It means beating the condition or winning the battle against PSO/PSA, which is highly motivating to patients. Emerge Tremfya converts PSO/PSA from a JOURNEY to a DESTINATION/GOAL.



## Cost support is an afterthought

Affordability is a major concern for many patients in today's economic environment, which is why the ad ends with cost-support messaging highlighting the "Pay \$5 per Dose" offer. However, the communication lasts for less than 2 seconds and there is no time left to make an emotional connection with the viewer or to demonstrate empathy in the context of affordability.





**LONG LIVE**  
FAMILY TIME



VOICEOVER

Post-menopausal women with (HR + and HER2-) metastatic breast cancer are living longer with Kisqali.

So long live family time.

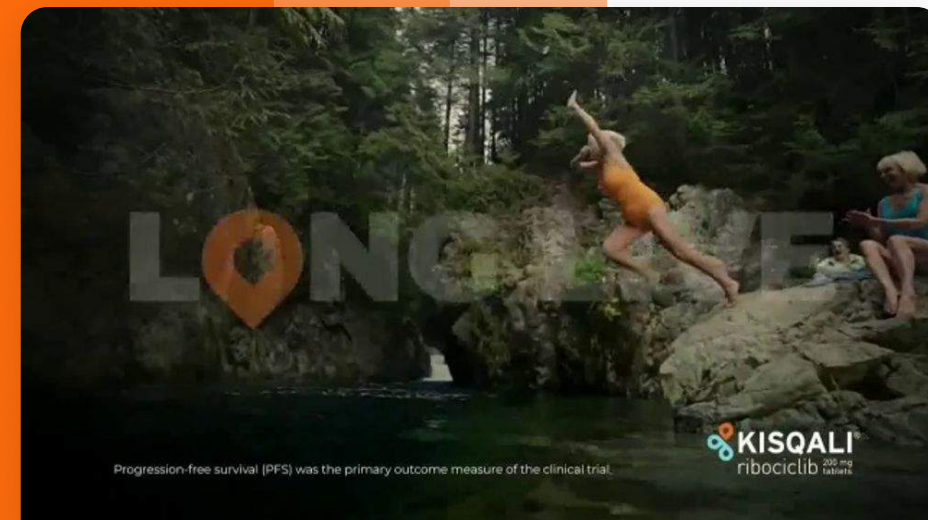


**LONG LIVE**  
DREAMS



VOICEOVER

Long live dreams.



**LONG LIVE**



VOICEOVER

And long live you.



**HELPS WOMEN LIVE LONGER**

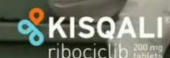


VOICEOVER

Kisqali is a pill proven to help women live longer when taken with an aromatase inhibitor.



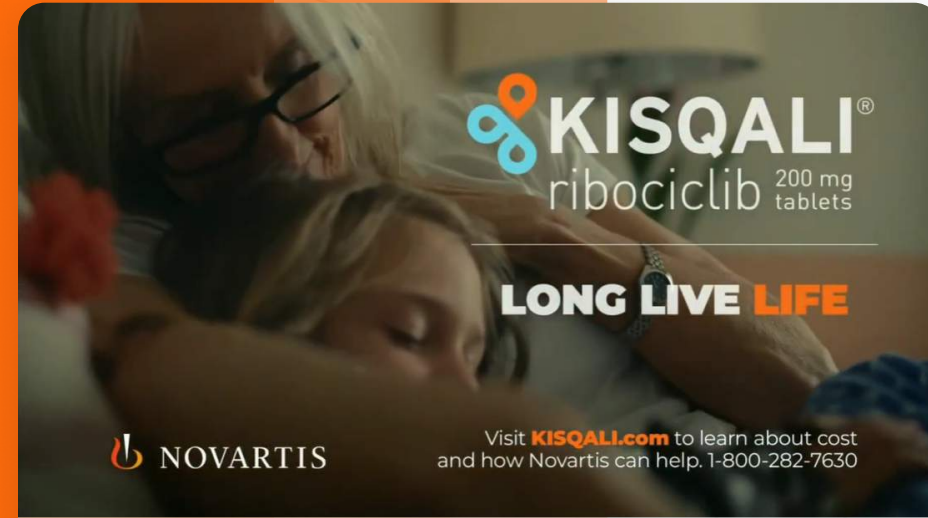
**PRESERVES QUALITY OF LIFE**



VOICEOVER

And Kisqali helps preserve the quality of life.

So you're not just living, you're living well.



**LONG LIVE LIFE**



Visit [KISQALI.com](https://www.kisqali.com) to learn about cost and how Novartis can help. 1-800-282-7630

VOICEOVER

Long live hugs and kisses.

Ask about Kisqali.

And long live life.



# Long Live

## DTC Ad

Duration  
56 Seconds

Published  
December 06, 2022





Frame 1

**VOICEOVER**

Post-menopausal women with (HR+/HER2-) metastatic breast cancer are living longer with Kisqali.

So long live family time.



**Heuristics used**

**WISHFUL THINKING, ANCHORING EFFECT, COMMITMENT BIAS**

The transition from “living longer” to “long live” naturally sets up the Wishful Thinking heuristic without introducing any efficacy data yet.

Frame 1 heavily features an older patient with her grandchildren and other family members, leveraging the Commitment Bias heuristic. The VO copy “Long live family time” leverages Commitment Bias in an endearing way.

Frame 1 introduces the phrase “Long Live” both visually and verbally and carries it throughout the ad, leveraging it in multiple contexts. Most people are anchored into the phrase “long live” since their childhood and know exactly what it means - a wish for the future!

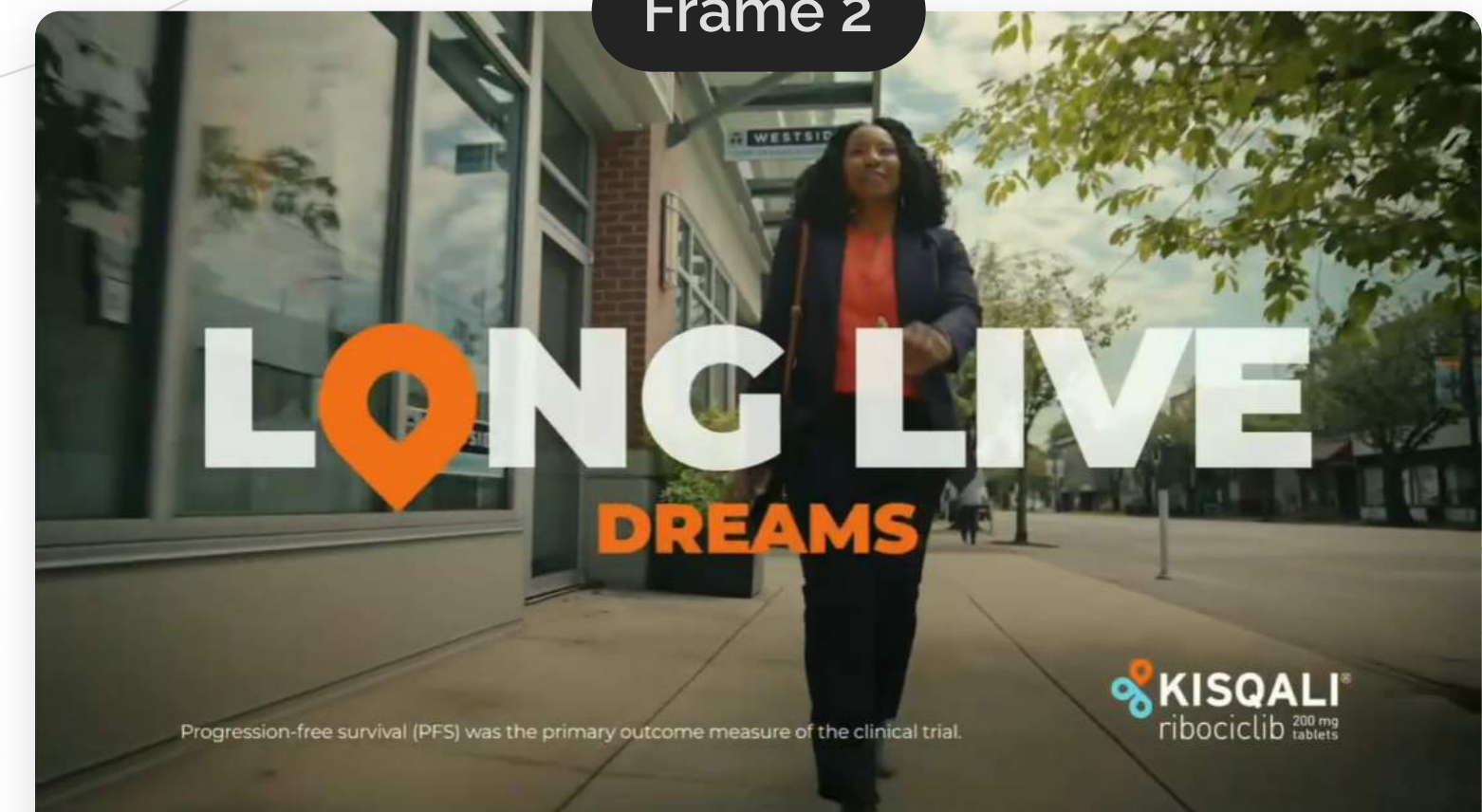
Frame 1 also uses the Wishful Thinking heuristic through the VO copy, “Post-menopausal women are living longer with Kisqali”.

**Heuristics used**

**REPETITION BIAS, OVERCONFIDENCE EFFECT**



The message builds on frame 2, and the VO copy “Long live family time” is immediately followed up with “Long live dreams” while simultaneously visualizing a confident middle-aged woman in a business suit who moves like an ambitious executive. Repetition Bias is used throughout the ad with the repetitive use of the phrase “Long live...” Overconfidence Effect is being addressed both visually through the woman's body language and verbally because achieving dreams requires a lot more confidence than just survival.



Frame 2

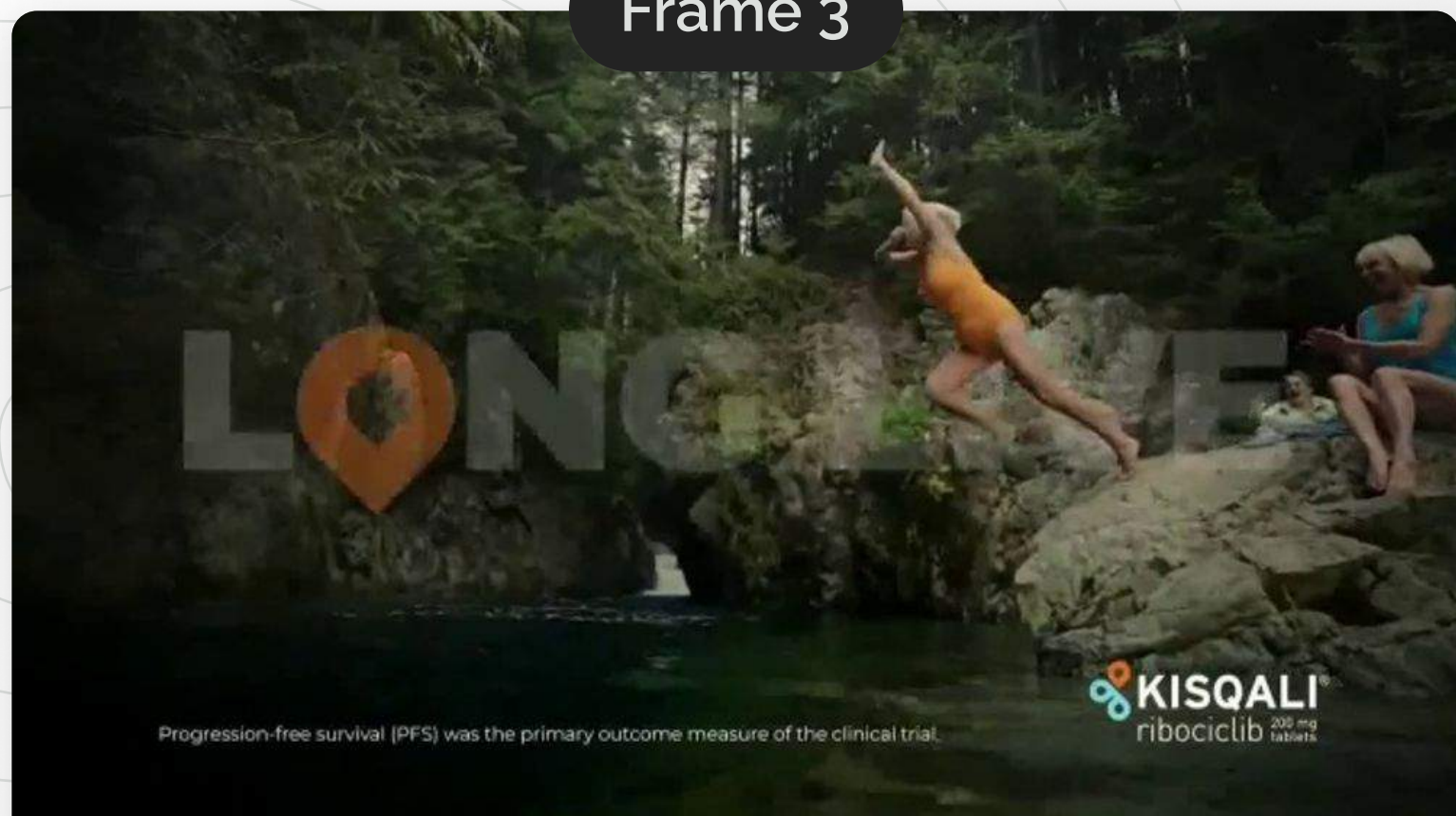
**VOICEOVER**

Post-menopausal woman with (HR + and HER2-) metastatic breast cancer are living longer with Kisqali.

So long live family time.



Frame 3



VOICEOVER  
And long live you

Heuristics used

**CATALYST FALLACY,**  
**HAPPY PEOPLE/HAPPY CHOICES**



Frame 3 continues with the “Long Live” message, but now applies it specifically to the idea of extending survival. The VO copy “Long Live You” leverages the Catalyst Fallacy heuristic and gives the patient the feeling that they can control outcomes in breast cancer and live longer. Visually, this frame leverages the Happy People/Happy Choices heuristic because it shows a middle-aged woman jumping gleefully off the rocks into a lake, an activity typically associated with joy and freedom.

Heuristic used

**OPPORTUNITY TIME NEGLECT**



In Frame 4, both the copy and the creative imagery are inspired by the Opportunity Time Neglect heuristic. By showing women enjoying the beauty of nature outdoors, the benefit of having more time to live longer is being visualized in an emotional way. The VO copy also refers to women living longer, further reinforcing the opportunity cost of losing time and not being able to enjoy everyday moments in life.

Frame 4

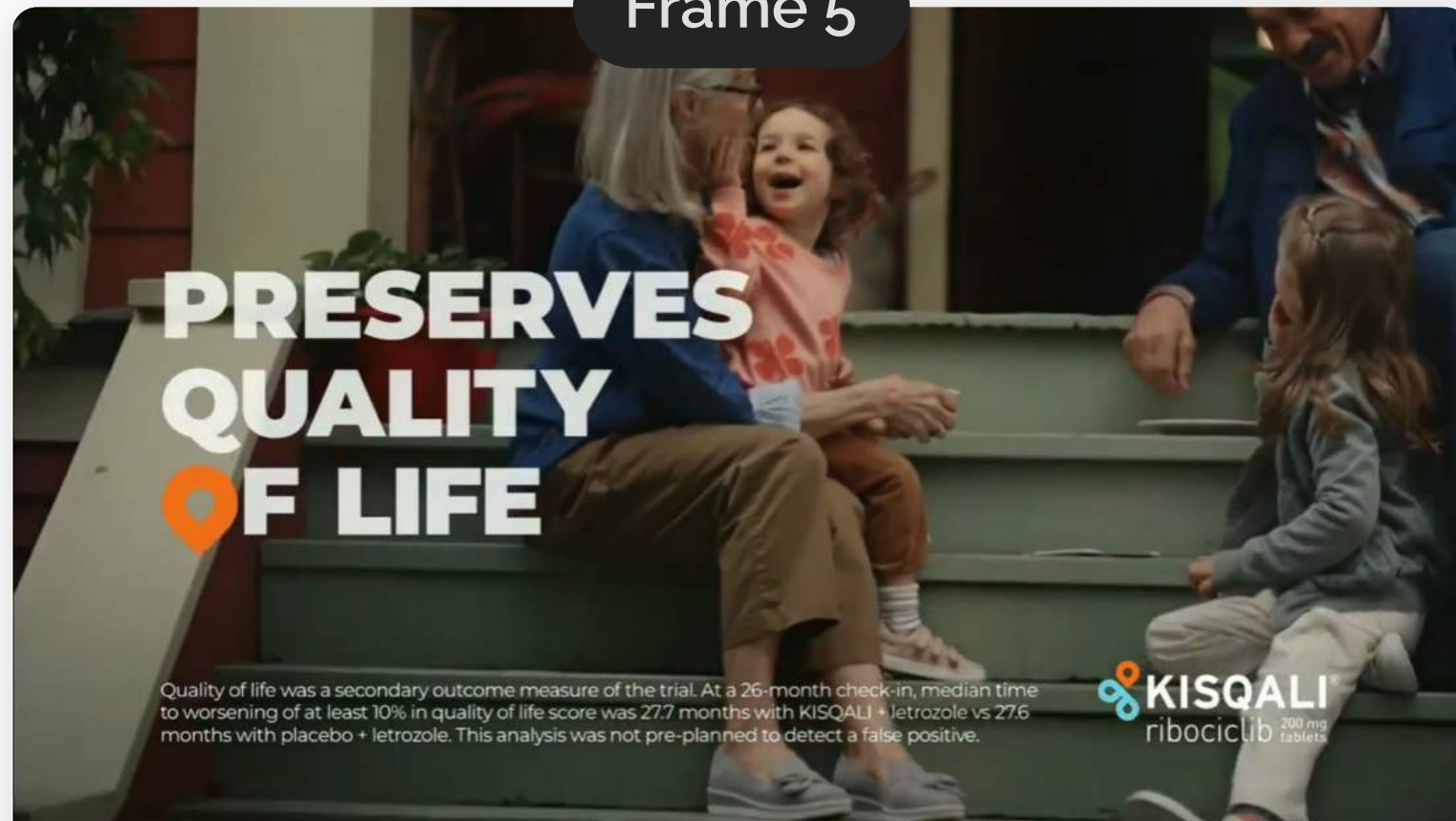


VOICEOVER

Kisqali is a pill proven to help women live longer when taken with an aromatase inhibitor.



Frame 5



VOICEOVER

And Kisqali helps preserve the quality of life.

So you're not just living; you're living well.

Heuristics used

**DISJUNCTIVE RULE, SATISFICING**

Frame 5 utilizes Disjunctive Rule and Satisficing heuristics through the VO copy, "You're not just living; you're living well." While extending survival is the most important treatment goal for oncologists, cancer patients have to make trade-off decisions between length vs. quality of life. By saying that you are not only living, but living well, the VO copy fights both Disjunctive Rule and Satisficing heuristics, giving hope to the patient that you don't have to settle for only one benefit. Visually, Frame 5 utilizes the same setup as Frame 1 and therefore leverages the same visual heuristics.



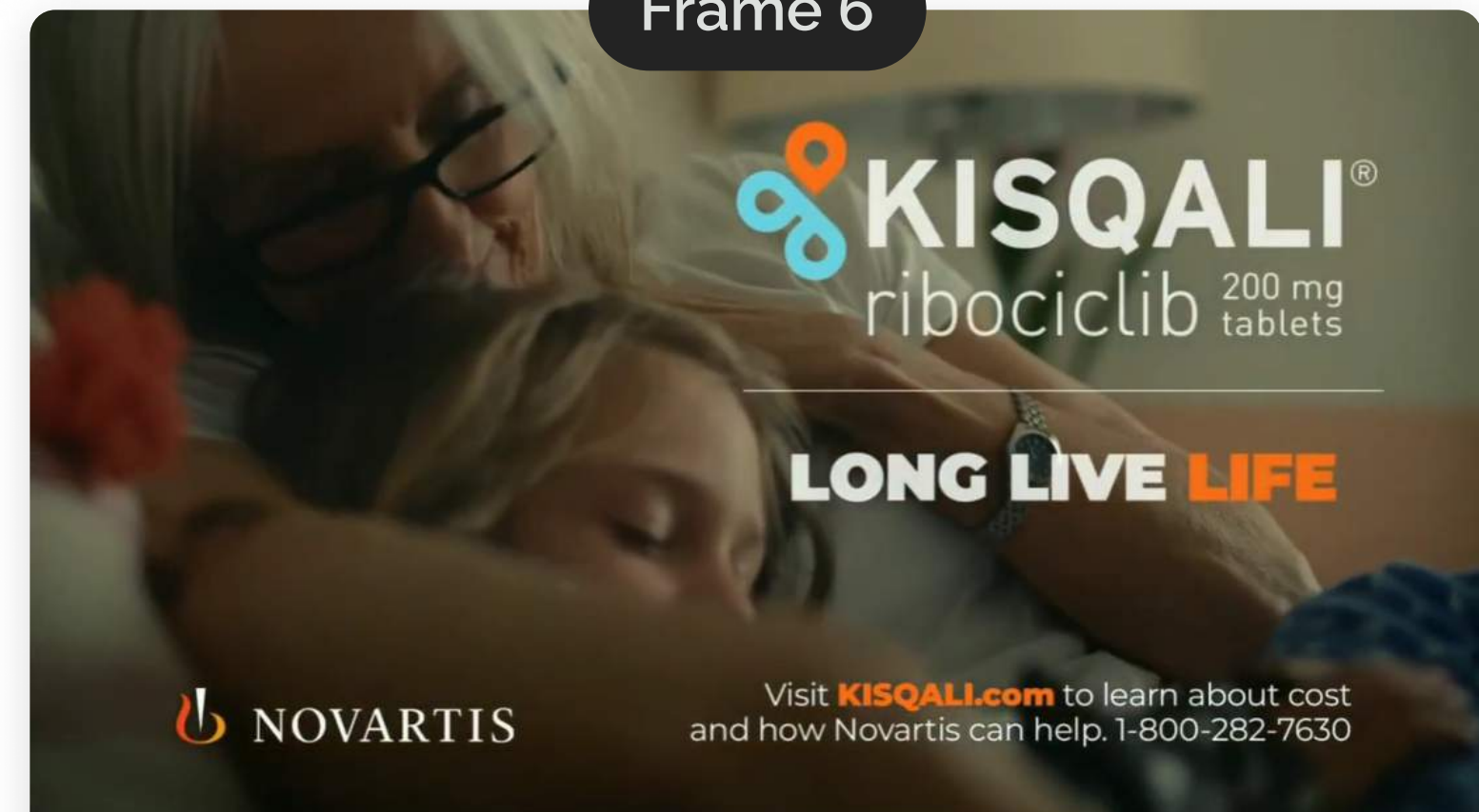
Heuristics used

**ATTENTIONAL BIAS, COMMITMENT BIAS**



Frame 6 leverages Attentional Bias and Commitment Bias heavily in the creative. The scene with the patient giving hugs and kisses to her granddaughter is highly emotional and subtly reminds patients that they can/should be there for their families for longer, thereby tapping into Commitment Bias as well.

Frame 6



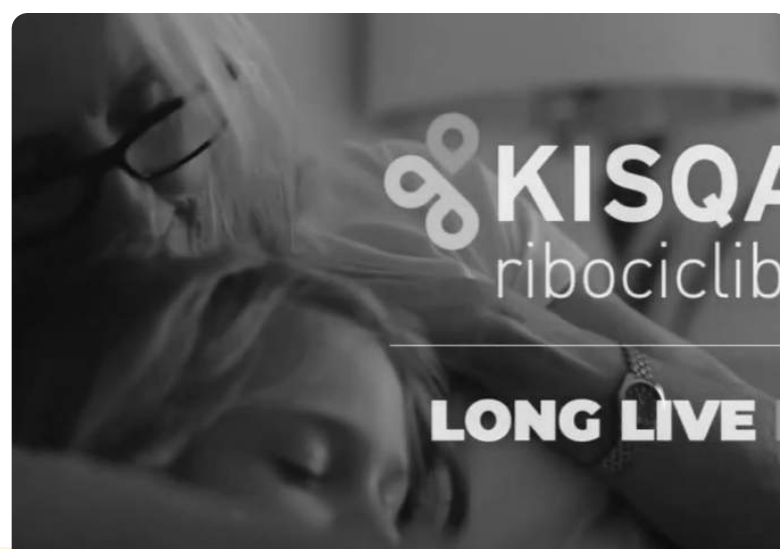
VOICEOVER

Long live hugs and kisses.

Ask about Kisqali

And long live life.





## SUMMARY



### From Long Live to Living Longer

This Kisqali ad cleverly connects the universally recognized and accepted phrase “Long Live [something]” to the benefit of living longer on Kisqali. “Long Live [something]” is typically used as a wish for someone but in this ad, it’s being applied to everyday life activities like spending time with family, enjoying nature etc. Instead of saying that Kisqali keeps you alive longer so that you can do XYZ, the ad uses the “Long Live” mechanism to make the message more relatable.



### How much longer?

While the overall survival data is footnoted on the frame that promises the benefit of extended survival, it is not presented in a way that can be easily understood by a patient/caregiver. Adding Kisqali to NSAID extended life by 1 year on average, which can be easily understood and appreciated by patients, but the ad does not present the OS data that way. Does the absence of OS data (except the footnote) leave the viewer wondering about the survival benefit or do they anticipate a more positive number on their own than what was seen in the clinical trials?



### Long Live Life

Typically, the phrase Long Live [something] is not applied to life itself, but the ad ends with the copy “Long Live Life” and since “Long Live” had been applied throughout the ad to a variety of use cases, there is no cognitive dissonance in applying it to the concept of life. In fact, by using that copy, Kisqali positions itself as an ambassador for keeping women alive longer, potentially elevating its brand equity.



### Purpose: The reason for living longer

While the benefit of living longer is powerful by itself, the ad doesn’t stop there and in fact, ladders up the benefit of extended survival to purpose. A range of “life purpose” use cases are featured in the ad for different patient types – an older woman spending time on her grandkids, a younger woman continuing to work and pursue her dreams, and a middle-aged woman enjoying nature with her friends. Cancer patients have to make treatment decisions weighing the tradeoffs between living longer vs. living well and this ad sends the signal that you can have both with Kisqali, which is very motivating.



## About Newristics

Newristics specializes in using decision heuristics science and advanced machine learning algorithms to optimize brand messaging for pharmaceutical companies. Working closely with marketers and market researchers, Newristics helps pharma brands bring the best messaging campaigns to market - faster, cheaper, and better.

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100% success rate in improving the effectiveness of any messaging campaign

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Newristics helps brands win in the market with optimized messaging.



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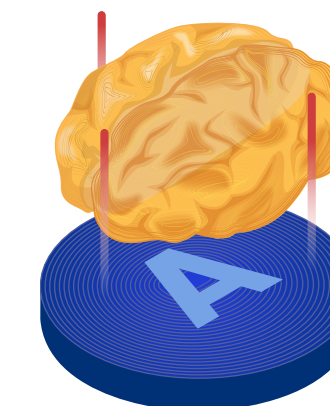
Services designed to HEURISTICIZE marketing content and messaging



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