

Pharma Giant Valeant Enters the Super Bowl Fray With a Toe Fungus Ad

30-second ad for Jublia will air in the 3rd quarter

By Christopher Heine

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A toe treatment gets into the big game.

Interesting Super Bowl advertising news is afoot.

Valeant Pharmaceuticals International is running a 30-second spot during the big game's third quarter, Adweek has learned. The ad will push Jublia, a topical solution approved last June by the Food and Drug Administration that's designed to treat onychomycosis, a fungal infection of toe nails.

The spot, "Tackle It," was created by healthcare shop Harrison and Star and will feature football-themed animation from digital shop Thing. The brand's marketers don't plan to tease its commercial before it appears during Sunday's game.

Valeant's Super Bowl ad purchase—which will cost roughly \$4.5 million—comes on the heels of a Reuters article from December that indicated that the Quebec-based company wanted to push Jublia and a few other new products hard while it scales back on acquisitions.

<http://www.adweek.com/news/advertising-branding/pharma-giant-valeant-enters-super-bowl-fray-toe-fungus-ad-162587>

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The billion-dollar pharma player, which develops products in neurology, dermatology and branded generics, said the commercial represents an evolution of Jublia's ongoing multichannel campaign, which includes digital and print ads.