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Customer
Think™

Roberts Communications / Brand-name drugs are just generics in disguise

Challenge: The goal of regional insurer Excellus Blue Cross BlueShield was to motivate upstate New York consumers to select generic prescription drugs over brand names.

Strategy and Action: The campaign, “Brand-name drugs are just generics in disguise,” used advertising and community events—including a Guinness World Record attempt with nearly 4,000 people wearing Groucho glasses at a baseball game.

Results: Publicity yielded more than 120 media hits in 20 broadcast outlets, plus nearly 20 newspaper placements across upstate New York. The year after the campaign, consumers used generic drugs at a rate of 60.1 percent, up from 53.8 percent, for a savings of \$130 million.




**I
unmasked
Nexium.®**

My doctor said Nexium™ might be right for some people, but a generic alternative would work just as well for me. So, I switched. Now, my heartburn stays under control, and I save more than \$100* a month.

go.excellusbcs.com/generics

Brand-name drugs are just generics in disguise, and many drugs that doctors have trusted for years are now available as generics. They're real medicine—tested and approved by the FDA as safe and effective. They just cost a lot less. Not every brand-name drug has a generic equivalent, but there are generic and over-the-counter alternatives for treating many conditions, including heartburn. Ask your doctor or pharmacist if generic drugs are right for you.

Generics are **REAL**



**Brand-name drugs are just
generics in disguise.**

Ask your doctor or pharmacist
if generics are right for you.

Excellus  

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A nonprofit tion



**Look silly, have fun,
make history.**

See you at the ball game.
Rochester Red Wings vs.
Syracuse Chiefs
Tuesday, August 7, 2007, 7:00 pm
Alliance Bank Stadium

Help Syracuse claim a new world record for the most people wearing Groucho-style glasses! At Tuesday's Syracuse Chiefs baseball game, the first 7,000 fans will receive a free pair of Groucho glasses for this record-breaking attempt. It's a great way to show your support for your ball team and your city. And it's another way that Excellus BlueCross BlueShield is reminding everyone that brand-name drugs are just generics in disguise.

