

Don't let the man flu get you

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Ignite Joe Public's recent TVC for client Iliadin takes a humorous approach to facing the winter blues this chilly season. Iliadin's nasal spray will not only unblock your nose, but it will also reduce a cold up to two days sooner.

To really bring this offering to life, the communication agency tapped into that deadliest of conditions that everyone has suffered from - directly or indirectly - at some point: man flu.

The commercial depicts a man suffering his debilitating symptoms, and his poor wife who patiently deals with them until enough is enough. Only Iliadin has the power to end both of their suffering.



Credits:

Agency: Ignite Joe Public

Client: Merck

Product: Iliadin

Pippa Capstick (Executive Creative Director)

Roanna Williams (Creative Director)

Caroline Bergh (Creative Director)

Micheal Estment (Creative Director)

Katherine Glover (Copywriter)

Steve Dirnberger (Art Director)

Stephanie Hunter (Art Director)

Marc Sidelsky from Bouffant (Director)

Ananda Swanepoel (Agency Producer)

Dustin Carr (Account Manager)

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Joe Public

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