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Dry Eye Campaign Receives Gold Award



Otsuka Pharmaceutical's dry eye magazine advertising campaign was awarded the first-place prize in the "Tie-in Campaign – Cosmetics" category of the 57th Japan Magazine Advertising Association Award.

The theme of the campaign was “凸凹 Eye” which means bumpy surfaced eyes. It focused on "The Eyes of Craftspeople," something for which Japan is renowned for, in order to make it easy to understand that the condition called dry eye is a disease that does not result simply in dry eyes, but caused by the mucosal abnormality on the surface of the eye and making it bumpy.

Otsuka Pharmaceutical Operating Officer Yoshiko Wakana receiving the award

The campaign featured segments on the eyes of active female professionals, along with explanations from ophthalmologists, and ran in magazines with a predominantly middle-aged female readership, a group that is particularly prone to developing dry eye.



The campaign featured spots on the eye health of "female professionals" who overuse their eyes, such as a Kabuki costume embroiderer, a paper-cutting artist, and a race car driver, along with easy-to-understand explanations of the disease presented by an ophthalmologist.

The Japan Magazine Advertising Association Award was started in 1958. This year therefore marks the 57th awarding of the prize. The award is supported by the Japan Ministry of Economy,



The "Uneven Eye" Web site:
<http://www.otsuka.co.jp/decoboco-eye/>

Trade and Industry, and its purpose is to improve the quality of magazine advertising and enhance its role as a provider of information about society and contribute to the development of the industry, economy, society, and culture of Japan.

Otsuka executive Yoshiko Wakana of the Dermatologicals & Ophthalmologicals Sales Department attended the awards ceremony, which was held in Tokyo on November 5, 2014.

Otsuka Pharmaceutical conducted an educational campaign on dry eye in various media, including this magazine advertising campaign, internet sites, and television programs.

Ms. Wakana said, "I would like to help as many patients who are suffering from dry eye as possible, by providing them with both safe and effective medicines and with high-quality information."