

October 10, 2017

Client: Foundation Consumer Healthcare

Product: Campho-Phenique

Media: TV :30

"One Track Mind"

HUSBAND (Holding up two ties): Whad'ya think, plaid or stripes?

JENNY: Cold sore.

OFFICE CO-WORKER: Hey, Jenny, what are you having for lunch?

JENNY: Cold sore.

BARISTA GAL: What would you like?

JENNY: Cold sore.

ANNCR(VO): When you have a cold sore you can't think of anything else.

Campho Phenique's topical anesthetic plus anti microbial action
soothes pain fast.

KID: Mom, what's for dinner.

JENNY: Meatloaf.

ANNCR(VO): Campho-Phenique on, cold sore pain gone.