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Beres ad gives AMA a shot in the arm

Who isn't concerned about the medical profession and what it means for the future of health care in America? Costs for health care continue to skyrocket, even as millions of Americans try to scrape by without the safety net that health insurance provides.

The Chicago-based American Medical Association, a trade association to which thousands of doctors belong, is launching a new campaign from Lou Beres & Associates/Chicago that encourages all Americans to raise their voices and express their concerns about medicine and its myriad issues to their respective doctors and to the trade association itself. Called "Voices," the campaign uses as its iconic image the stethoscope.

In the launch commercial, we see a montage of images of several patients, while on-screen copy informs viewers that each of them has a voice that can be raised to protest the loss of medical assistance or to push for insurance coverage for the tens of

millions of Americans without it.

The key visual, however, comes at the end of the spot, where we see a large gathering of doctors and patients who in unison hold up a stethoscope in front of their mouths,

concerns and, in so doing, perhaps improve health care for everyone.

The new commercial also features a soothing ballad composed and produced by Lou Beres chief creative officer Andy Madorsky and artist



thereby transforming the instrument into a visual metaphor for a microphone. While not the most gripping of visuals, the stethoscope, used in this way, does speak to the overarching theme of doctors and patients joining forces to voice their

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