



Copywriting

DECIPHERING MOONSPEAK

Our client: Zuellig Pharma – Asia Pacific’s leading distributor for healthcare products severing 15 countries and regions in Asia.

The assignment:

- we were commissioned to write advertorials for a nutritional supplement;
- we needed to interview a doctor and translate the medical knowledge into an easily comprehensible piece of news and at the same time highlights the benefits of the nutritional supplement;

The challenges:

- The language of a medical journal or a healthcare professional sometimes can be a language from another planet. And also the advertising space was limited so the language needed to be concise;
- and there are many taboos in writing marketing materials for nutritional supplement such as we could not make drug claim by using words like cure, cancer-healing...which could give a false impression that it was a drug.

The process:

- we interviewed the doctor and thought from an angle of the general public to found out which points would a person who have such ailments be interested in? And in selecting the **information**,



which would be “new” and useful to the readers. When the main theme was settled, we then began to translate the medical concept and technical jargons into plain language. For example, instead of citing the medical terms T-cells, b-cells, natural killer cells, we simply use immune cells.

The results:

Two sets of advertorials were produced and published in two different issues in four local Chinese newspapers, reaching a readership of five million. People now know apart from side-effects abound medication; they can have a milder alternative to solve their health problems.