



LUCAS STOFFEL

Pharmaceutical Portfolio
New York, NY

lucasstoffel.com



Aetna

INTERACTIVE

Aetna was launching a B2C advertising campaign with the passage of Obamacare. They were looking for a unique social first hub for user created content. We created the campaign called "What's Your Healthy?" Where users tweeted in encouraging work for what they do to improve everyday health.

Case Study Video

News Source | Flonase® Allergy Relief

https://www.begreater.flonase.com

BE GREATER THAN YOUR ALLERGIES

24 HOURS OF BEING GREATER

THE BIG PICTURE

24 HOURS OF BEING GREATER | MEET THE PHOTOGRAPHERS | GREATERGRAM GENERATOR | THE GREATER COMMUNITY | BEING GREATER WITH FLONASE

6 PHOTOGRAPHERS. ALL FOCUSED ON BEING GREATER THAN THEIR ALLERGIES. HERE'S WHAT THEY SAW.

We asked six photographers to show us what life looks like when seasonal allergies don't get in the way—all while using FLONASE® Allergy Relief. See the world through their lens: the big picture.

SEE THE BIG PICTURE ▶

FLONASE® ALLERGY RELIEF

TO LEARN MORE ABOUT FLONASE® ALLERGY RELIEF VISIT WWW.FLONASE.COM

Share f t e http://

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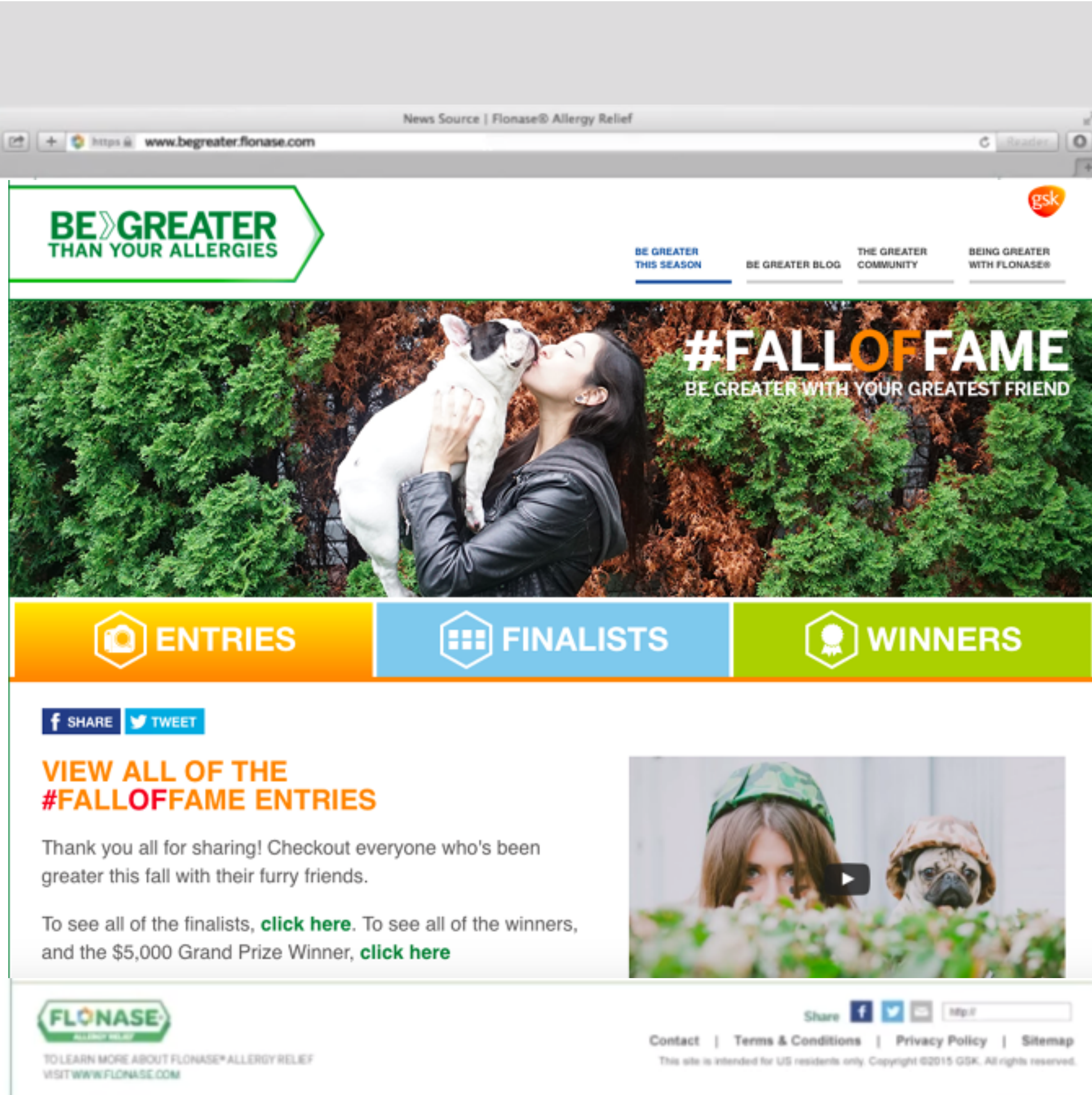
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Flonase

OTC LAUNCH

We enlisted six professional photographers and life-long allergy sufferers to visualize daily life without symptoms. For 24 hours, the photographers shared photos and video diaries in which they're breathing clearly amidst pollen-filled hayfields, trails, tree blossoms, and dandelion patches.

Case Study Video



Flonase

FALL OF FAME

Conceptualized the Fall of Fame Contest.

When you're greater than your fall allergies with FLONASE® Allergy Relief, you can make it to the Fall of Fame. Share photos and videos of you and your pet at your best — outside or inside fully enjoying what fall has to offer — and you may just win the \$5,000 Grand Prize.

Case Study Video



AstraZeneca

PACKAGE DESIGN

AstraZeneca was releasing a new asthma medication onto the market.

The brief was to create a sleek, modern design that resonated a high end look and feel for the brand.



Various / McCann World Health Group

LOGO DESIGN

Various work for pharmaceuticals coming onto the market. This work may include sensitive or confidential material please do not share.

drink smarter

The only drink fueled by proteins to power developing minds, with 67% less sugar than juice.

fueled with:

MFGM

DHA



Enfamil

DRINK SMARTER

This was a campaign for Enfagrow NeuroPro™ Toddler Nutritional Drink

Our challenge was to create a way to inspire parents and create an understanding of the brain building power of Enfagrow Formula for toddlers. Enfagrow is specifically designed to help toddlers 1+ years old get the nutrition they may still need.

Enfamil

POS DISPLAY

ONLY
BREAST IS BETTER

Only Enspire has the **immune-boosting power of lactoferrin, a key ingredient of colostrum**, plus the brain-building nutrients of MFGM.

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BREAST IS BETTER

Only Enspire has the **immune-boosting power**

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Enfamil
Enspire

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Enfamil
Enspire

Enfamil

POS DISPLAY



The brain-building, sensitive



formula preferred **3 to 1** by moms



over the other leading brand.



The only brand with brain-building **MFGM**, which a new study shows **significantly improves motor skills by the time they turn one.**



Master the world faster



The only brand with brain-building **MFGM**, which a new study shows significantly improves motor skills by the time they turn one.



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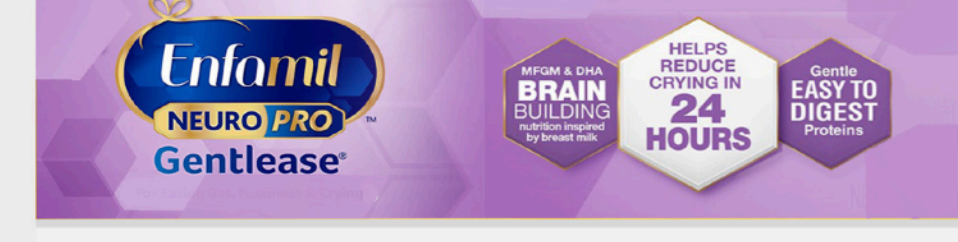
The brain-building, gentle formula that



eases fussiness, gas & crying in 24 hours.



The brain-building, gentle formula that



Special Offers | Email Newsletter | Canada |     

Breathe Right

nasal strips

WHY BREATHE RIGHT

HOW BREATHE RIGHT STRIPS WORK

BREATHE RIGHT PRODUCTS

BUY NOW





ABOUT LAST NIGHT

HOW YOU SLEPT AND WHY IT MATTERS

HOW WELL DID AMERICA SLEEP?

A fascinating look into how Americans sleep—how we get ready for bed, how well-rested we are in the morning, and the many things that keep us up at night.



DID YOUR MIND SABOTAGE YOUR SLEEP?

Often times, your mind is your own worst enemy when it comes to getting a good night's sleep. Stress related to work or your personal life, general anxiety, and overstimulation are among the top causes of sleeplessness. **Check out these eight tips for preparing your mind and mood for sleep.**



HOW DID YOUR BEDROOM AFFECT YOUR SLEEP?

Where you sleep can greatly affect how well you sleep. Common environmental disturbances like allergies, air quality, light, and bedroom cleanliness are sleep robbers that affect millions of Americans each night. Creating the perfect bedroom may require some tinkering so **here are eight tips to help you start designing a better sleep environment.**



THE MORNING AFTER:
HOW TO RECOVER FROM A BAD NIGHT'S SLEEP

Just because you didn't sleep well last night doesn't mean today has to be any less productive and enjoyable. **Here are six things you can do to recover from poor sleep.**



READY TO TRY
THE REAL THING?

Get a free sample of Breathe Right® nasal strips and see how they can help you breathe better so you can sleep better.

GET YOUR FREE SAMPLE

Special Offers | Email Newsletter | Canada |     

Breathe Right

nasal strips

WHY BREATHE RIGHT

HOW BREATHE RIGHT STRIPS WORK

BREATHE RIGHT PRODUCTS

BUY NOW





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GET YOUR FREE SAMPLE

ABOUT LAST NIGHT

How do Americans get ready for sleep and are they getting enough of it? Here's a look at how well we slept last night and why.

HOW WE PREPARED

13% had a hot beverage

19% used scented lotion

33% took a warm bath or shower

47% meditated or prayed

FOR EVERY 100 ADULTS

75 wore pajamas

16 wore socks

12 wore nothing

WHO WE SHARED OUR BEDS WITH

60% Slept with a partner

2 IN 3 couldn't sleep because of their partner's snoring or moving

21% with a pet

HOW WELL DID WE SLEEP?

60% had no problem falling asleep

LESS THAN HALF woke up feeling rested

90 MILLION dealing with sleep disorders

60 MILLION Insomnia

18 MILLION Sleep Apnea

12 MILLION Restless Legs Syndrome

70% couldn't sleep because of the temperature

Cooler bedroom temperatures (60–68° F) can help promote sleep

MORE THAN ¼ are regularly disturbed by their pets

STRESS & SLEEP

1 IN 4 ADULTS sent or read emails after

1 IN 3 CHILDREN didn't get good sleep because of homework

2 IN 5 ADULTS couldn't sleep due to stress

Breathe Right / GSK

CONTENT DESIGN

Designed infographics and a content strategy for Breathe Right Nasal Strips. We wanted to keep a clean and specific design language for a series of featured articles on the website.

[Online Check Up](#)[About Sensitivity](#)[Products](#)[News](#)[Buy Now](#)

About Sensitivity



Do you get twinges when you eat or drink certain foods?

Chances are you have "dentin hypersensitivity," another name for sensitive teeth. Sensitivity is not a disease, but rather a condition that develops over time. It's caused by common conditions like receding gums and enamel erosion and most sufferers are between 20 and 50 years old.

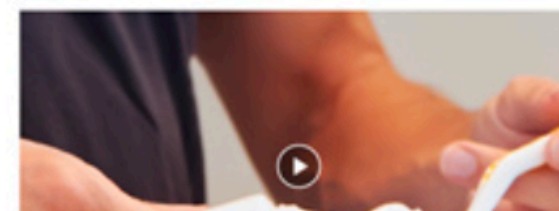
[Causes](#)[Symptoms](#)[Management](#)

Enamel Loss



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Sensodyne / GSK

WEB DESIGN

Sensodyne was revamping their website look and feel to reflect a more content heavy site. We created a design language for the site and rolled out a beautiful clean new UX and a complete content strategy for the brand to drive SEO.

[Online Check Up](#)[About Sensitivity](#)[Products](#)[News](#)[Buy Now](#)

Gum Recession



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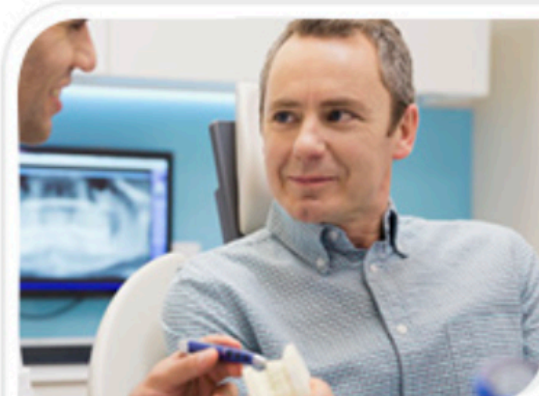
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Related Features



Gum Health at Any Age

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The Cost of Gingivitis

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How to Prevent Sensitive Gums

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Easy smoking swaps: 8 healthy rituals to replace your smoking habit

To help committed quitters with overcoming the major hurdle of giving up long-established smoking habits, here are 8 daily rituals that can take the place of traditional cigarette breaks, and also lead to an overall healthier lifestyle.



Wake up with a glass of water

Highly dependent smokers tend to light up as early as 30 minutes after waking up. Instead of reaching for the cigarettes, make a habit of having a tall glass of iced water shortly after getting out of bed. Water helps to energize your metabolism, hydrates you, and helps your body flush out toxins.



Do a morning stretch routine

Starting your day with stretches has many physical and mental benefits, including lowering blood pressure and reducing inflammation within your body. Choose a mix of stretches that span all your major muscle groups, and do each stretch for 20 to 30 seconds. Try to do them shortly after getting out of bed. You'll feel energized and may be less inclined to smoke cigarettes.



Create a smiling ritual

It's true that smiling every day improves a person's overall outlook and attitude, which is necessary when you're trying to stay quit. Yet few of us smile consciously, or often enough. For 30 seconds a day, smile at yourself in the mirror. Focus on your end goal of quitting smoking and you'll likely feel a jolt of motivation. It might sound funny, but you'll be amazed at the effects.



Clear your lungs with a deep-breathing session

Practicing deep breathing at least twice a day is a great way to reduce stress levels and also help clear your lungs. Try taking in deep breaths – five seconds of inhaling through your nose, followed by five seconds of exhaling through your mouth. This can be done while in an elevator, the shower, or while waiting in line.



Keep your hands busy with the help of a water bottle

Smoking isn't just a mental fixation — it's a physical habit too. So part of quitting smoking is keeping your hands busy. Carrying a water bottle everywhere with you is a perfect solution. Your hands will get the satisfaction of holding something, and you'll also stay hydrated.



Get outside for the fresh air, not to have a cigarette

Change the way you view going outside as not a chance to smoke cigarettes, but a way to relax and turn your focus toward the world around you. Find times in your schedule that you can get away each day, such as lunchtime or right after dinner, and go for a brisk stroll. You'll feel both refreshed and energized when you return to your daily activities.



Do a daily social "reach out"

At least once a day, at a regular time, send a text, e-mail, or even make a call to a friend you

Nicorette / GSK

ART DIRECTION

QuitSmoking.com was a content campaign for Nicorette and NicoDerm CQ. We wanted to keep the site feeling youthful and bright, to enhance a lifestyle campaign that was energetic and encouraging of living a smoke free life.

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ckers, including HUMIRA,
ars may increase. There
an, teenagers, and young
developed a rare type of
This type of cancer often

Ask your doctor today about HUMIRA for your moderate to severe RA.
Doctors have been prescribing HUMIRA for over 10 years.

For more information, please visit www.humira.com or call 1.800.4HUMIRA (1.800.448.6472).

reatment working

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What should I watch for AFTER starting HUMIRA?

HUMIRA can cause serious side effects, including:

- **Serious infections.** These include TB and infections caused by viruses, fungi, or bacteria. Symptoms related to TB include a cough, low-grade fever, weight loss, or loss of body fat and muscle.
- **Hepatitis B infection in carriers of the virus.** Symptoms include muscle aches, feeling very tired, dark urine, skin or eyes that look yellow, little or no appetite, vomiting, clay-colored bowel movements, fever, chills, stomach discomfort, and skin rash.
- **Allergic reactions.** Symptoms of a serious allergic reaction include hives, trouble breathing, and swelling of your face, eyes, lips, or mouth.
- **Nervous system problems.** Signs and symptoms include numbness or tingling, problems with your vision, weakness in your arms or legs, and dizziness.
- **Blood problems.** Symptoms include a fever that does not go away, bruising or bleeding very easily, or looking very pale.
- **Heart failure** (new or worsening). Symptoms include shortness of breath, swelling of your ankles or feet, and sudden weight gain.
- **Immune reactions including a lupus-like syndrome.** Symptoms include chest discomfort or pain that does not go away, shortness of breath, joint pain, or rash on your cheeks or arms that gets worse in the sun.
- **Liver problems.** Symptoms include feeling very tired, skin or eyes that look yellow, poor appetite or vomiting, and pain on the right side of your stomach (abdomen).
- **Psoriasis** (new or worsening). Symptoms include red scaly patches or raised bumps that are filled with pus.

st medical care right away if you develop any

This is HUMIRA at work

Humira

AD CAMPAIGN

HUMIRA is a prescription medicine to reduce the signs and symptoms of moderate to severe rheumatoid arthritis in adults.

Humira at Work was a campaign idea that was focused to express that Humira can improve your ability to perform daily activities.

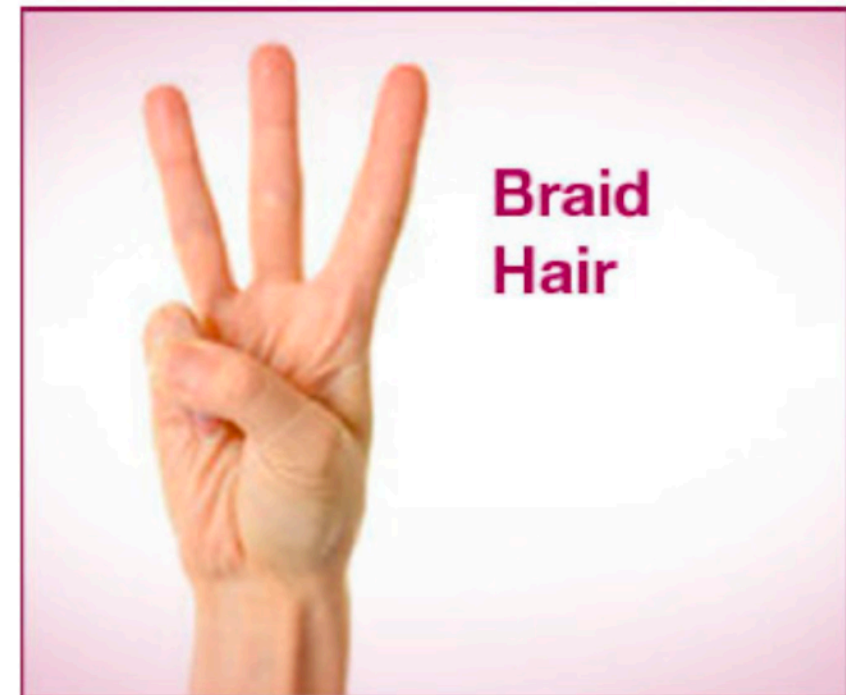
FRAME 1 00:75



FRAME 2 00:75



FRAME 3 00:75



FRAME 4 00:75



FRAME 5 01:50



FRAME 6 00:50



Humira

BANNER ADS

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FRAME 1 01:50

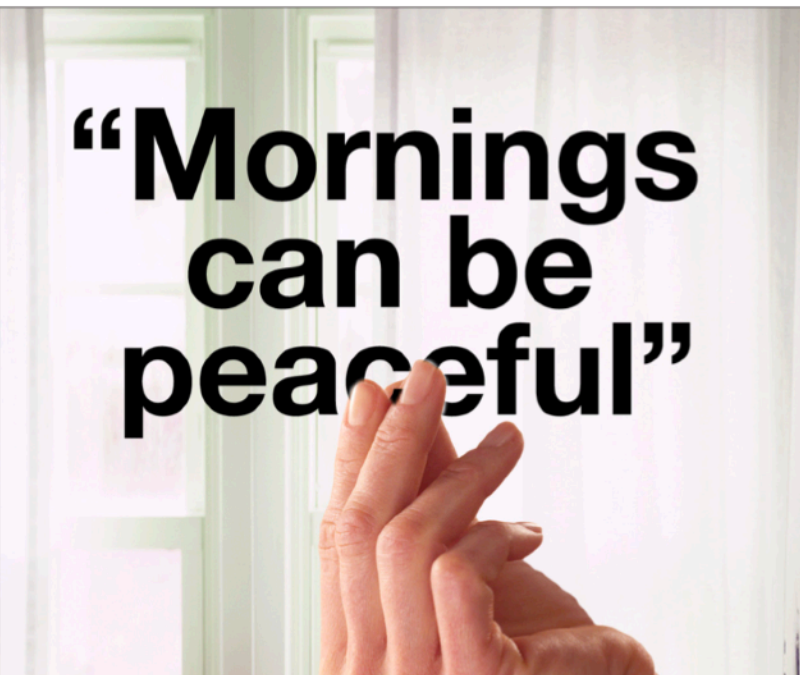


FRAME 2 00:50



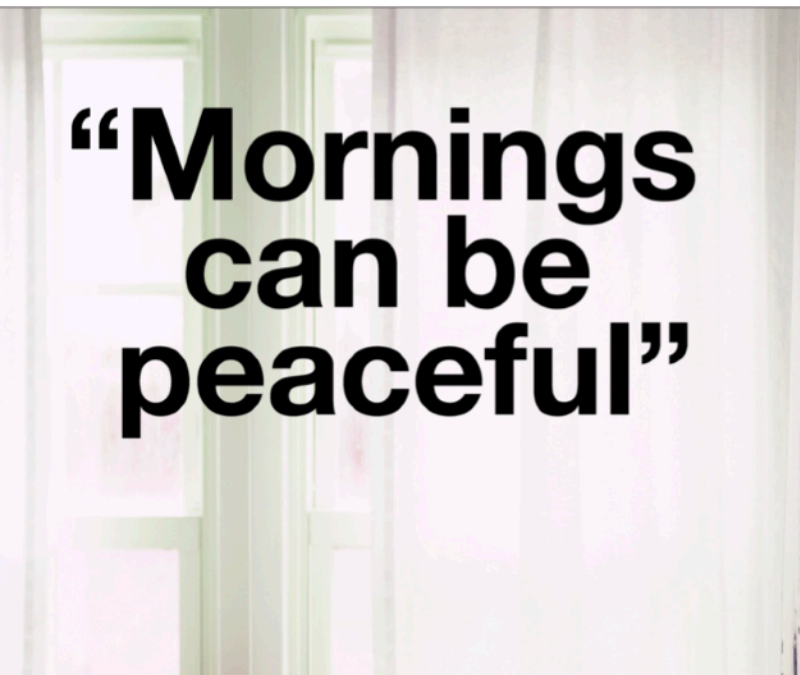
Hand enters, and turns painful to...

FRAME 3 00:50



...peaceful. Hand exits.

FRAME 4 01:50



FRAME 5 01:00



HUMIRA is a prescription medicine used alone, with methotrexate, or with certain other medicines to reduce the signs and symptoms of moderate to severe rheumatoid arthritis in adults, may prevent further damage to your bones and joints, and may help your ability to perform daily activities.

Now see backwards type.

FRAME 6 00:50



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Hand enters...

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THANK YOU

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New York, NY 2020