
From: David Myers
Sent: Tuesday, July 27, 2010 6:45 AM
To: Dorothy McEntee
Cc: Steve Kane; Katherine Feinberg
Subject: RE: Fentanyl VA Mailer and 7/26/10 Weekly Status

Dorothy,

Thanks for the revised Fentanyl mailer. The changes all look good to me. Can you please send a high-res file to Kim Gethard at Trukmann's so that she can prepare a printed proof for me to submit to Regulatory? Since this includes glued attachments/folds/etc. it is probably best that I submit a printed mock up for review. Please let me know if you need Kim's contact information. I will follow up with her separately.

Additional project - We want to move forward immediately with an insertion of the Fentanyl ad in Drug Store News. As we discussed, we will need to include the text of all three attachments in the PI. I have no idea how many insertion pages this will take. I will call Eric at DSN to get a price quote on multiple pages. (If you can still please go ahead with contacting Jack at US Pharmacist to gain a multiple page quote, that would be great.) I will get the Word file of the attachments for Catalyst to reformat into an appropriate size for DSN. After you are done formatting the PI, the entire piece will have to be thoroughly reviewed by Actavis Regulatory prior to submission to DSN; therefore, we'll want to get started on this right away.

I'll get the Word files to you ASAP.

Thanks, as always, for your help! Please give me a call if you have questions or would like to discuss further.

Best regards,

David

David Myers
Senior Manager, Products & Communications



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From: Dorothy McEntee [<mailto:dmcentee@catalyst-agency.com>]
Sent: Monday, July 26, 2010 12:49 PM
To: David Myers
Cc: Steve Kane; Katherine Feinberg
Subject: Fentanyl VA Mailer and 7/26/10 Weekly Status

1



CONFIDENTIAL - SUBJECT TO PROTECTIVE ORDER

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P-31268 _ 00001

Hi David,

We hope you had a good weekend.

Attached is the revised Fentanyl VA mailer and the following provides you with a status of our current projects. Please let us know if you have any questions or if you need more information.

July 26, 2010

ACTAVIS / CATALYST STATUS

CREATIVE

Fentanyl ad - done

Fentanyl Front/Back VA Mailer (Sell Sheet and Ad combined)

- 7/22 Client provided revisions
- Revised layout sent to Client on 7/26 for approval
- Client to provide print release date

Buproprian

- Product approved
- Client to provide input on concepts
- Need info for tactics – sell sheet, ad, etc.
- Need bullets to develop headline with a more comprehensive claim

Oxycodone

- Product approval TBD
- Need info for tactics – sell sheet, ad, etc.
- Client to provide bullets

New Corporate ad – Motar ad - done

Hydrocortisone and Acetic Acid OTIC Solution USP Sell Sheet - done

(Possible new project) Ibuprofen Product Slip Sheet - Agency to develop slip sheet for Ibuprofen product insertions – No word on this from the OTC group yet.

(ON HOLD) Agency will develop a Morphine Sulfate ad. It will include the capsule images and the message "Capsules are not shown actual size". Only five of the six bullets provided should be used for the ad. Agency will format PI provided both as an email and for the ad. It should be made as small as possible. Client liked the concepts presented 5/11. On hold until Q4

(ON HOLD) Morphine Sulfate sell sheet version A281 - complete. Versions A283 and A284 on hold until Q4:

- A281 4/2010 – will continue to be used for the sheet stating "attached to the back of this sheet"
- A283 4/2010 – will be used for PI being attached on "adjacent pages".
- A284 4/2010 – will be used for the template sell sheet (please remove the word Group # from the heading).

(NOTE) Mandatory Ad Information:

- Agency to provide simpler, more abstract imagery for lyrical ad concepts, use of people is problematic with regulatory. Copy should promote how the product is different from other generics, or Actavis's manufacturing capabilities rather than product's benefits to the consumer. The long description should duplicate the most important points within the lyrical copy.
- Any reference to calling Actavis customer service should include the number: 888-925-2342

EVENT

3 panels released to Westerly - done

PRINT

2010 U.S. Product Catalog Cover

- Agency to develop new 2010 U.S. product catalog cover
- Revised concepts to client w/o 7/26/10
- Agency to have the Product Catalog covers completed and ready to print by Friday 8/13/10.

PHOTO SHOOTS

- Agency to provide CD database of high res and low res (ganged) images (Morphine sulfate bottles, empty KADIAN capsules and Alprazolam tablets and ODT bottles)
- Client to provide missing product 0228-2560 for make up shoot
- Buproprian and possibly Oxycodone to be added to next shoot
- CEO Photo Shoot – done
- Order Express (Ordering System) product photo shoot – need client feedback on estimate and next steps

WEB

SEO – Agency to send revised SEO recommendations

Ganged Images - Art available for use – summary to be sent to Client week of 7/26

(ON HOLD) Banner ads currently running on NACDS Guide can change at any time until May 11th 2011

<http://content.multiview.com/banners/actavis.gif>

http://content.multiview.com/banners/nacds8786_s.jpg

Agency to develop product specific banners when product section of site is back up

(ON HOLD) Agency to develop landing pages to support each of the new product launches similar to <http://www.fougera.com/imhere/> once web product section is complete

MEDIA PLAN

August and Sept space approved and IOs sent

August Approved Insertions: Drug store News (Rx Annual Report - Generic & Branded Rx Trends); US Pharmacist (Infectious Diseases); MRP

September Approved Insertions: Drug Store News (The Influencer Report/Generic Drugs); Chain Drug Review (Generic Drugs); American Health & Drug Benefits (Sept / Oct)

Agency to discuss October – December ad units with Client mid August

INSERTION ORDERS

Ideally, 50% of placement should be product advertising

MISC

(ON HOLD) Client needs a simple way to add Actavis logo icon in Arial and Trebuchet onto four marketing desktop systems

Hope you are getting out for lunch today to enjoy this great day! Speak to you soon.

Kind regards,
Dorothy