



Creative PR Brief



The Prozac Medicine - one of the most successful antidepressive from the Eli Lilly American company portfolio - was accused recently that is a medicine with a placebo effect. Moreover, recently, the Discovery Science channel has broadcast a documentary named "In pills we trust" in which it was presented the collateral unknown effects, but real of the antidepressive persons and sustaining that all the producers companies invents diseases just to sell their medicines. That's why, realizes a PR strategy which should have one of the objectives the reposition of the antidepressive products toward this issue and to prevent the risk of redrawing the medicines from the market.

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