



MPPER CONSTANT **OW** THROBBING SORE OUCH POUND
 IGING OW THROBBING SORE **OUCH** POUNDING WAIL TEN
 OBBING **SORE** OUCH POUNDING WAIL **NAGGING** GNAWI







Voltarol
Osteoarthritis Joint Pain Relief 1.16% Gel
Diclofenac diethylammonium

gsk

100g

Voltarol
Osteoarthritis Joint Pain Relief 1.16% Gel
Diclofenac diethylammonium
Relieves pain and inflammation in osteoarthritis of joints
100 g

NAGGING

POUNDRING SOFT OUCH POUND
WAIL TEN







The advertisement banner features a white background on the left with the Voltarol logo in blue. Below the logo, it reads "Osteoarthritis Joint Pain Relief 1.16% Gel" and "Diclofenac diethylammonium". An illustration shows a hand applying gel to a knee, with a stylized human figure in the background. The GSK logo and "100g" are also present. The main text on the right is "As effective as ibuprofen tablets for localised joint pain¹". A button in the bottom right corner says "Reference & PI" with a blue arrow pointing left.





Voltarol
Osteoarthritis Joint Pain Relief 1.16% Gel
Diclofenac diethylammonium
gsk
100g

THINK TOPICAL. THINK **VOLTAROL GEL**

[Reference & PI](#)





Voltarol Osteoarthritis Joint Pain Relief 1.16% Gel diclofenac diethylammonium

[Reference & PI](#)





Voltarol Osteoarthritis Joint Pain Relief 1.16% Gel
diclofenac diethylammonium as effective as ibuprofen
tablets for localised joint pain¹

[Reference & PI](#)



MPER CONSTANT OW THROBBING SORE OUCH POUND
ING OW THROBBING SORE OUCH POUNDING WAIL TEN
OBBING SORE OUCH POUNDING WAIL NAGGING GNAWI

The 3 lines slide to the left, right and left respectively.
Words to highlight and glow in orange.



Pack moves from left to right, rubbing out the words and revealing the text underneath



Content is revealed as hand "rubs" out pain

 As effective as ibuprofen tablets for localised joint pain¹ [Reference & PI](#)

More contents is revealed, animation time, 1.5 seconds

 As effective as ibuprofen tablets for localised joint pain¹ [Reference & PI](#)

All contents is revealed, and stays on screen for 3-4 secs

 **THINK TOPICAL. THINK VOLTAROL GEL** [Reference & PI](#)

 **Voltarol Osteoarthritis Joint Pain Relief 1.16% Gel**
diclofenac diethylammonium [Reference & PI](#)

 **Voltarol Osteoarthritis Joint Pain Relief 1.16% Gel**
diclofenac diethylammonium as effective as ibuprofen tablets for localised joint pain¹ [Reference & PI](#)