

Top Five Most Recalled New Prescription Drug Ads

Rank	Brand	Company	Ad Description	Ad Length	Ad Recall Index
1	Lunesta	Sepracor	7-Night Challenge; luna moth flies over bridge and water and into peoples' home/tent.	:60	155
2	Lunesta	Sepracor	7-Night Challenge; luna moth flies over a lake into couple's home, then on to woman's pillow.	:60	153
3	Zyrtec	Pfizer	Story #43; clothes falls on woman and she sneezes.	:45	138
4	Rozerem	Takeda	Abraham Lincoln, talking beaver, man in suit and man in diving suit at a bus stop; your dreams miss you.	:60	134
5	Crestor	AstraZeneca	Man at fish market near ocean whose cholesterol out of wack; his body splits into various sections.	:60	124
	Vytorin	Merck/Schering-Plough	Plates of food shown next to shots of relatives such as Grandpa Bow and bowtie pasta.	:60	124

Top Five Most Recalled Prescription Drug Brands

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1	Lunesta	Sepracor	7-Night Challenge; luna moth flies over bridge and water and into peoples' home/tent.	:60	218
2	Lunesta	Sepracor	7-Night Challenge; luna moth flies over a lake into couple's home, then on to woman's pillow.	:60	212
3	Imitrex	GlaxoSmithKline	Teacher at a children's play rehearsal disrupted by a migraine; purple cartoon monster appears and then deflated.	:60	153
4	Rozerem	Takeda	Abraham Lincoln, talking beaver, man in suit and man in diving suit at a bus stop; your dreams miss you.	:60	147
5	Plavix	Bristol-Meyers Squibb/Sanofi-Aventis	Fireman Jim is a formidable man who could be stopped by a clot which is the size of a drop of water.	:60/:75	141