Eli Lilly Debuts Advertisement Selling GLP-1s to Medicare Enrollees

Last week, Eli Lilly and Wieden+Kennedy Portland debuted “A Life Covered,” a film pegged to a coverage milestone: As of July 1, eligible Medicare Part D enrollees can get certain GLP-1 medications for weight management at $50 a month under a CMS demonstration called the Medicare GLP-1 Bridge. Lilly’s Zepbound KwikPen and orforglipron, sold as Foundayo, are on the covered list now available to medicare enrollees.

Academy Award winners Kwedar and Bentley directed the new advertisement, with Linus Sandgren shooting, and Pulitzer-winning composer Caroline Shaw’s “Plan & Elevation” providing the score. The film stitches together memories, photographs and household artifacts to trace a lifetime lived with obesity showing how access to medicine might change patient’s lives.

Lilly frames the advertisement as awareness: “This is really a consumer awareness effort focused on patients and specifically, helping seniors understand what may now be available to them,” said Lina Polimeni, Lilly’s senior VP and chief marketing officer for consumers.

“The thing we knew we had to get right was depicting a shared experience millions of us have lived through. To do that, we drew on experiences from friends, family, and even personal experiences from people on our team,” Pierre Jouffray and Derek Szynal, Executive Creative Directors at Wieden+Kennedy told ADWEEK.

It’s Lilly’s fourth major obesity campaign with W+K, a

partnership that took two Bronze Lions in Film this year for “Never Over” and “Good Days.”

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