

Innovation all for the patients



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The Launch of Chugai's New TV Commercial Featuring Erika Toda “Personalize My Healthcare, Please.”

TOKYO, December 23, 2020 -- [Chugai Pharmaceutical Co., Ltd.](#) (TOKYO: 4519) announced that it has launched a new TV commercial expressing its commitment to promoting the development of personalized healthcare.

New TV commercial with the copy, “Personalize My Healthcare, Please.”



As a pioneer in Japan, Chugai has been contributing to the advancement of personalized healthcare, in which treatment plans are prepared according to each patient's genetic information and other data.

In the new TV commercial, actress Erika Toda, representing the feelings of patients, appeals to Chugai, a leader in the promotion of personalized healthcare, saying, “Personalize My Healthcare, Please.” Against the background of spiral staircases symbolizing DNA, the commercial expresses hope and the future that will open up with the advancement of personalized healthcare.

Chugai aims to enhance understanding of the company and build trust with its stakeholders by implementing branding activities to convey its determination and the strong desire of its employees to further advance personalized healthcare and solve unmet medical needs through innovation.

【Outline】

Title : “Personalize My Healthcare, Please.” (30 seconds)
Launch date : Wednesday, December 23, 2020
Broadcast area : Nationwide
URL : <https://youtu.be/1McucTXit2E> (Japanese only)

【Story】



Erika Toda wakes up to the sound of the wind. She is on the top of a spiral staircase in the sky.



She gets up gently and goes down the stairs with light steps. And she begins talking to us.



As she looks around, she finds people who are on their own spiral staircases of different materials and features. She sees people waving to her, a child hopping, someone dancing, and a person drinking tea in a relaxed mood.



These spiral staircases in the film symbolize each person's gene. They also express that the characteristics of diseases and the optimal treatments differ from patient to patient.



In the last scene, she reaches the ground, and says with an expectant look, “Personalize my healthcare, please.”

[Interview with Erika Toda]

Q. Did you know about “personalized healthcare,” which can provide the optimal treatment based on genetic information?

Toda: No, I didn't. But I was happy to find that the long-awaited healthcare has finally come out. I think it would be wonderful if we could receive treatment tailored to each of us, because the same disease affects each person differently due to difference in our genetic make-up. I'm happy to convey the message of personalized healthcare through this TV commercial. I hope it can play a role in encouraging patients to feel relieved and find hope.

Q. What did you think about during the shooting?

Toda: “Hope” for patients suffering from disease. I focused on expressing hope in order to convey courage, vitality and a bright future to patients and those around them.

Q. Which part of this commercial do you want the audience to pay close attention to?

Toda: The spiral staircases represent each person's genes. I would be happy if the audience can sense the importance and value of each individual through this commercial.

Q. What do you expect from medical treatments or pharmaceutical companies?

Toda: I hope that treatments tailored to the characteristics of each person's body will continue to evolve more and more. And, if we can understand ourselves more deeply by coming face-to-face with our own body, I believe the potential of healthcare will expand.

[About the cast: ERIKA TODA]



Born in Hyogo Prefecture in 1988. Active as an actress who plays a wide range of roles from comical or unique characters to pure, innocent, and serious ones. In 2018, she became the first Japanese muse for Lancôme, a French luxury cosmetics brand. She has taken major roles in various movies and TV dramas such as Fuji TV's "Code Blue" series, TBS's "SPEC" series, 2019 films "Organ" and "The First Supper", and NHK's serialized drama program "Scarlet". She also appears in TBS's new drama series "My House's Story" to be aired from January 2021 (at 22:00 every Friday).

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