

THE GLOBAL AWARDS

World's Best Work in Healthcare Communications

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2006 Grand Global Winners

AHA Puttner Red Cell/AHA group
Vienna Austria
 Grand Global
 Community For The Blind “*Blind Pilots*”
 Consumer: TV Announcement

HC Barcelona
Barcelona Spain
 Grand Global
 Anso “*Three*”
 Dermatological

Insight NZ Ltd
Auckland New Zealand
 Grand Global
 Propecia “*League of Thinning Men*”
 DTC: Integrated Campaign

AUSTRALIA**Medicus Sydney/Discovery Australia****McMahons Point Australia**

Global Award

Actonel "X-Ray"

Prof: CME Accredited Program

Finalist Certificate

Adalat Oros "Clever Add On"

Complementary Medicine Products or Services

Bepanthen "Wee In Your Pants"

DTC: Print Advertisement

Biocor "Dead Men Talking"

Cardiovascular

Glucobay "Exhibition Stand"

Prof: Exhibition/Convention

Karvea "Calendar Illustrations"

Illustration

Reminyl "Precious Moments Detail Aid"

Prof: Detail/Sales Ad

Rennie "A to Z"

DTC: Print Advertisement

SM33 Gel "Being A Baby Can Be Tough"

Complementary Medicine Products; Photography

URSA Communications**McMahons Point Australia**

Finalist Certificate

Naprosyn "Send Help"

Musculoskeletal

Sudler & Hennessey Melbourne**Melbourne Australia**

Finalist Certificate

SeretideCOPD "Seretide COPD campaign"

SeretideCOPD "Seretide COPD dog lead mailer"

Respiratory

trademarkDM**Melbourne, Victoria Australia**

Finalist Certificate

Malarone "Travel Guides"

Prof: Direct Mail

Sudler & Hennessey, North Sydney**North Sydney, NSW Australia**

Finalist Certificate

Seretide "Asthma Score"

Consumer: Medical Service Advertisement

Sudler & Hennessey Sydney "Raw Ideas"

DTC: Integrated Campaign

Saatchi & Saatchi Healthcare**Sydney Australia**

Finalist Certificate

Prevenar "Baby Crossing"

Consumer: Brand Reminders; DTC: Print Advertisement

Curtis Jones & Brown**Sydney, NSW Australia**

Finalist Certificate

Nexium "Volcano TVC"

Consumer: TV - Medical Product Commercial

AUSTRIA**Buchegger,Denoth,Feichtner****Linz Austria**

Finalist Certificate

CliniClowns Upper Austria

"Laughter Makes You Healthy"

Consumer: Outdoor Announcement

Demner, Merlicek & Bergmann Werbeges.m.b.H.**Vienna Austria**

Finalist Certificate

Haedensa "Red Ball"

Consumer: TV - Medical Product Commercial

McCann Erickson Gesellschaft m.b.H**Vienna Austria**

Finalist Certificate

Hepatitis "Stop Hepatitis"

Consumer: TV Announcement

BELGIUM**Living Stone****Sint-Martens Latem, East- Belgium**

Finalist Certificate

Agfa HealthCare Business Group "RSNA 04 Press Kit"

Prof: Public Relations Package

CANADA**Allard Johnson Communications****Montreal Canada**

Finalist Certificate

Trojan Magnum "The Zipper"

DTC: Print Advertisement

Marketel**Montreal Canada**

Global Award

Quebec Coalition against AIDS "Instant Lottery"

Consumer: Outdoor Announcement

publicis wellcare**montreal Canada**

Finalist Certificate

Ketek "You can rely on Ketek - Firetruck"

Prof: Detail/Sales Ad

Jeffrey Simbrow Associates**Toronto Canada**

Finalist Certificate

Making the Connection - Cholesterol and your Heart

"Making the Connection "Take Action" Campaign"

Consumer: Integrated Campaign

Ogilvy Healthworld, Toronto**Toronto Canada**

Finalist Certificate

Valtrex "Genital Herpes Awareness"

DTC: Integrated Campaign

TAXI Canada**Toronto ON Canada**

Finalist Certificate

Pfizer Canada, Viagra "GOOD MORNING II"

DTC: Television Advertisement

Anderson DDB Health & Lifestyle**Toronto, Ontario Canada**

Finalist Certificate

Osteoporosis Canada "Bone China"

Consumer: TV Announcement

Changemakers Marketing Communications**Winnipeg MB Canada**

Finalist Certificate

The Cellbertons "The Cellbertons"

Consumer: Film/Video

CHINA**McCann Healthcare China****Beijing China**

Finalist Certificate

McCann Healthcare China "Stop Smoking - Just Do It"
Consumer: Print Announcement**CZECH REPUBLIC****Medica Healthworld****Brno Czech Republic**

Finalist Certificate

Geriatric Revue "Old Time Objects"
Prof: Brochure/Annual Report**ENGLAND****Halesway****Andover, Hampshire England**

Global Award

Durex Condoms "He Says You Say"
Consumer: Integrated Campaign

Halesway "He Says You Say website"

Consumer: Internet Website/Internet Advertising

Finalist Certificate

Durex Condoms "Min Capacity"
Complementary Medicine Products or Services**Lane Earl Cox****Cowley, Uxbridge England**

Finalist Certificate

Teveten "Shears"
Prof: Detail/Sales Ad**GSW Junction 11****London England**

Finalist Certificate

ReQuip "Voting"; "Their Lives In Their Hands"
Central Nervous System**Interbrand Wood Healthcare****London England**

Finalist Certificate

Organon Anesthesia "Organon Anesthesia,
New Franchise"
Logo/Symbol Design**MediTech Media Ltd****London England**

Finalist Certificate

Control to Goal "10 Steps to Better Glucose
Control: A Practical Guide"
Prof: Computer Based (CD-ROM)**Ogilvy Healthworld****London England**

Finalist Certificate

Concerta XL "Peace sign-Dove"; "Peace campaign"
Psychiatric/Mental Health**paling walters targis****london England**

Global Award

Xenical "Curry/Butter/Frying pan/Chicken"
Cardiovascular

Finalist Certificate

Xenical "Butter"
Cardiovascular**Rainmaker Advertising Limited****London England**

Finalist Certificate

Biogel Eclipse "Moonhand"
Medical Devices**Saatchi & Saatchi Healthcare****London England**

Finalist Certificate

Cipraxel "Take That"
Psychiatric/Mental Health**Shire Health International****London England**

Finalist Certificate

AstraZeneca, Global "The Redefining Hope
And Beauty Campaign"
Consumer: Public Relations Package**Torre Lazur McCann Healthcare****London England**

Finalist Certificate

Equasym XL "Paper/ Pen/ Aeroplane"
Prof: Direct Mail
Lipitor "Relax"
Photography**TVF Communications****London England**

Finalist Certificate

Co-Diovan "The Changing Landscape Of
Hypertension Management"
Prof: CME Non-Accredited Program
Lyrica "My Dad Has Epilepsy"
Consumer: Film/Video**Vario Creative Limited - London****London England**

Finalist Certificate

Teva UK Limited "Teva 360"
Prof: Integrated Campaign**FINLAND****Bob Helsinki Oy****Helsinki Finland**

Global Award

Bayer Levitra "Iron Bar"
Prof: Internet Website/Internet Advertising

Finalist Certificate

Bayer Avelox "Hand Cake"
Anti-infectiveBayer Levitra "Erection Man"
Genito-urinary**Evia Ltd****Helsinki Finland**

Finalist Certificate

Roche "Pink Ribbon campaign for Roche"
Consumer: Print Announcement**TBWAPHS Helsinki****Helsinki Finland**

Finalist Certificate

Aricept "Alzheimer's Day"
DTC: Print AdvertisementZeldox "Great men in treatment balance/VAN GOGH"
Psychiatric/Mental Health**GERMANY****HEIMAT, Berlin****Berlin Germany**

Finalist Certificate

Trauma Clinic Berlin /UKB "TVC Future"
Consumer: TV - Medical Service Commercial

**M.E.C.H. The Communications House - Berlin
Berlin Germany**

Finalist Certificate

Siemens AG, Med. Solutions, Computed Tomography
Div. "SOMATOM Definition Launch Film"
Prof: Film/Video

Scholz & Friends Berlin GmbH**Berlin Germany**

Global Award

Color Contact Lenses "The Improve Your
Look Campaign"

Consumer: Medical Product Advertisement

Medecins Sans Frontieres "The Insert Coin Spot"

Consumer: TV - Medical Service Commercial

Finalist Certificate

Engelhard Arzneimittel Insect Bite Protection
"The Muzzle Campaign: Tick/Midge"

Consumer: Medical Product Advertisement

German Association of Research-Based Pharmaceutical
Companies "The Patients Campaign"

Consumer: Integrated Campaign

LidoPosterine® Ointment "The Hemorrhoids Ad"

Consumer: Medical Product Advertisement

MobyDick - Healthness Programme For Overweight
Children "The Rocker Ad"

Consumer: Medical Service Advertisement

Slim Fast "The Slim Fast Airplane Seatbelt"

Guerrilla Advertising

Lüders BBDO**Cologne Germany**

Finalist Certificate

KaVo "The Manual of Dental Excellence"

Prof: Brochure/Annual Report

McCann Erickson Frankfurt GmbH**Frankfurt Germany**

Global Award

AIDS-Hilfe Frankfurt e.V. "Safer Sex-Campaign"

Consumer: Integrated Campaign

Finalist Certificate

AIDS-Hilfe Frankfurt e.V. "Gargoyle"; "Ice Cream"

Consumer: Print Announcement

Roland Kopp-Wichmann "Heart Attack"

Consumer: Medical Service Ad.; Consumer: Outdoor

**Young & Rubicam GmbH & Co. KG
Frankfurt am Main Germany**

Finalist Certificate

Activia "Bubbles (blue, orange, black and white)"
Art Direction

Fördergemeinschaft Gutes Hören

"Better Hearing Questionmark"

Consumer: Small Space Poster

mamazone "X-rays in public"

Guerrilla Advertising

Stiftung LebensBlicke "Door"

Consumer: TV Announcement

Final Touch**Hamburg Germany**

Finalist Certificate

Hansaplast Heat Pad "The Better Heat Pad"

DTC: Television Advertisement

Kolle Rebbe GmbH**Hamburg Germany**

Finalist Certificate

Condomi "Catch Me If You Can"

Consumer: Internet Website/Internet Advertising

Misereor Charity "It's Not Too Late"

Consumer: Internet Website/Internet Advertising

Organ Donation "Roadmaps"

Art Direction

Scholz & Friends Hamburg GmbH**Hamburg Germany**

Finalist Certificate

EuroEyes Laser Center "Seeing Better Campaign"

Consumer: Medical Service Advertisement

Selinka Schmitz, Köln Werbeagentur GmbH**Köln Germany**

Finalist Certificate

VIAGRA "With Body & Soul"

Genito-urinary

Pleon GmbH**München Germany**

Finalist Certificate

Ratiopharm "Gesundheitsbox (Health Box)"

Consumer: Integrated Campaign

.start GmbH**Munich Germany**

Finalist Certificate

OXFAM Germany "Silent Night"

Consumer: Radio Announcement

Sportcentrum Nuernberg "Stubs"

Consumer: Outdoor Announcement

Saint Elmo's Agency for CreativeEnergy Ltd.**Munich Germany**

Finalist Certificate

SUPERPEP Travel chewing gum dragées "Winding Road"

Consumer: Outdoor

MSCN**Solingen Germany**

Finalist Certificate

Leios "Leilas-Haus"

DTC: Integrated Campaign

INDIA**Aakanksha Healthcare****Mumbai India**

Finalist Certificate

Aakanksha Healthcare "Apple"

Prof: Computer Based (CD-ROM)

Prevenar "7in1 Campaign"

Prof: Exhibition/Convention

Sobrium "Eyelids"

Sensory Organs

OgilvyOne Worldwide**Mumbai India**

Finalist Certificate

Johnson & Johnson Medical "Eye"

Consumer: Small Space Poster

One Touch Horizon "Diabetes Affects Your Vision"

Consumer: Brand Reminders

Percept H Private Limited**Mumbai India**

Global Award

Cancer Patients Aid Association "Skull"

Consumer: Print Announcement

Finalist Certificate

Cancer Patients Aid Association "Feet"

Consumer: Print Announcement

Percept H Private Limited (cont.)**Mumbai India**

Finalist Certificate

Tena “*Comma*”

Complementary Medicine Products or Services

Publicis India**Mumbai India**

Finalist Certificate

Arava “*Hands*”

Consumer: Brand Reminders

Myoril “*The Coin*”

Guerrilla Advertising

Rabipur Vaccine “*Man's Best Friend*”

Prof: Brand Reminders

Sorento Healthcare Communications Pvt. Ltd**Mumbai India**

Finalist Certificate

GSK Hepatitis Vaccines “*The Heppos*”

DTC: Integrated Campaign

Synapse Healthcare Communications**Mumbai India**

Global Award

Lobate-GM “*Scratching Can Be Dangerous*”

Dermatological

IRELAND**Young Euro RSCG****Dublin Ireland**

Finalist Certificate

Irish Cancer Society “*Action Breast Cancer*”

Consumer: TV Announcement

ISRAEL**Gitam/BBDO****Ramat Gan Israel**

Finalist Certificate

Israel Cancer Association-Skin Cancer “*Beuty Spot*”

Consumer: Print Announcement

Pfizer- Viagra “*Do not disturb, Neighbours*”

Consumer: Medical Product Advertisement

Shelly's Card “*Brain Filters*”

Consumer: Direct Mail

ITALY**Sudler & Hennessey****Milan Italy**

Finalist Certificate

Farindustria “*Projects*”

Consumer: Film/Video

JAPAN**McCann-Erickson Japan Inc.****Tokyo Japan**

Finalist Certificate

Alpha Dental Clinic “*Dental checkup!*”

Art Direction; Photography

Durex “*Group Therapy*”

Consumer: Film/Video

Nogi Botanical “*Wholy Natural-made*”

Computer-Generated Graphics; Consumer: Brand Reminders

Ad Technica Co.,Ltd**Tokyo Japan**

Finalist Certificate

Pal Sweet “*A Drop In Calories.*”

Complementary Medicine Products or Services

KOREA**McCann Erickson Korea****Seoul Korea**

Finalist Certificate

Havrix “*Attentive Mother*”

Consumer: Film/Video

Ogilvy&Mather Korea**Seoul Korea**

Global Award

viagra “*you can relax!*”

Art Direction

Finalist Certificate

Colgate “*For strong teeth*”

Consumer: Brand Reminders

MEXICO**FCB WORLD WIDE, S.A. DE C.V.****Mèxico Mexico**

Global Award

Tempra Estres “*Office*”

DTC: Television Advertisement

Finalist Certificate

Sal de Uvas Picot “*Girl*”

DTC: Television Advertisement

NEW ZEALAND**Insight NZ Ltd****Auckland New Zealand**

Finalist Certificate

Propecia “*League of Thinning Men Clubrooms*”

Illustration

Propecia “*League of Thinning Men Magazine Adv.*”

DTC: Print Advertisement

Propecia “*League of Thinning Men Website & Online Adv.*”

Consumer: Internet Website/Internet Advertising

PHILIPPINES**Harrison Communications, Inc.****Makati City Philippines**

Finalist Certificate

Biogesic “*Traffic Light Billboard*”

Consumer: Outdoor

SAUDI ARABIA**TBWA/RAAD/JEDDAH****Jeddah Saudi Arabia**

Global Award

Viagra “*Frames/Guests/Dust*”

DTC: Television Advertisement

SERBIA**New Moment New Ideas Company****Belgrade Serbia**

Finalist Certificate

Avon “*Horoscope*”

Consumer: Print Announcement

SINGAPORE**DDB Worldwide Pte Ltd****Singapore Singapore**

Finalist Certificate

Breast Cancer Foundation "Christmas Love Cards"
Consumer: Direct MailBreast Cancer Foundation "Orange Alert"
Guerrilla Advertising**OgilvyOne Worldwide****Singapore Singapore**

Global Award

Ogilvy Healthworld "New Blood discovered. OHW"
Consumer: Direct Mail**SLOVENIA****Formitas****Ljubljana Slovenia**

Finalist Certificate

Aspirin Direkt "Content May Cause Headache"
Consumer: Brand Reminders**SOUTH AFRICA****Fine Healthcare Strategic Marketing Services****Johannesburg South Africa**

Finalist Certificate

Pfizer Customer Relationship Marketing "RemindMED"
Consumer: Integrated Campaign**Ogilvy Healthworld South Africa****Johannesburg South Africa**

Global Award

Augmentin SR "Save The Chickens"
Prof: Integrated Campaign**SPAIN****Global Healthcare****Barcelona Spain**

Finalist Certificate

NicoBloc (Uriach OTC) "Pack of Cigarettes"
Prof: Direct MailSKiN Vital Robert (Grupo Ferrer) "skining.com"
Consumer: Internet Website/Internet Advertising**HC Barcelona****Barcelona Spain**

Finalist Certificate

Oragalin "Aloha"
Alimentary/Metabolism**OGILVY HEALTHCARE****Barcelona Spain**

Finalist Certificate

PERMIXON "TOILETS"
Genito-urinary**Healthworld Spain****Madrid Spain**

Finalist Certificate

Buckler 0,0 (Heineken) "Real Health, Real Taste"
Alimentary/Metabolism**Medicus****Madrid Spain**

Finalist Certificate

McNeil/PepDual "Building"
Consumer: Medical Product Advertisement
Ministerio de Sanidad y Consumo "Pretending Doctors"
Consumer: Integrated Campaign**SWEDEN****Otto Stockholm Proximity****Stockholm Sweden**

Finalist Certificate

Nicorette Nicotine Gum
"Free the fruits/Big Bang/Tastelabs.com"
Consumer: Internet Website/Internet Advertising**Recommended Sweden****Stockholm Sweden**

Finalist Certificate

Zometa "Defending Your Skeleton Against Bone Metastasis."
Prof: Integrated Campaign**SWITZERLAND****Jung Von Matt AG****Zurich Switzerland**

Finalist Certificate

School for Traditional Medicine
"Acupuncture On The Notice Board"
Consumer: Medical Service Advertisement**THAILAND****McCann Erickson Thailand****Bangkok Thailand**

Finalist Certificate

Ozone Outreach Center (Bangkok) "Sharing I"; "Sharing II"
Consumer: Print Announcement**TURKEY****Healthy People/Grey Worldwide****Istanbul Turkey**

Global Award

Piogtan "Ac!"
Prof: Integrated Campaign

Finalist Certificate

Lyrica "A Magical Gathering Awaits You..."
Prof: Sales Force Education**OGILVY HEALTHWORLD****Istanbul Turkey**

Finalist Certificate

Ogilvy Healthworld "WHO"
Corporate Ads**USA****Shaw Science Partners****Atlanta GA USA**

Finalist Certificate

"Strattera Interactive"
Prof: Computer Based (CD-ROM)**Fusion Learning Systems****Austin TX USA**

Finalist Certificate

Health 2007 "Exploring Food and Fitness Choices"
Consumer: Computer Based (CD-ROM)**HC&B Healthcare Communications****Austin TX USA**

Finalist Certificate

HealthTronics "We Share Your Passion: Bathroom/Beach"
Genito-urinary
Texas Oncology "I CAN Survive Breast Cancer"
DTC: Print Advertisement

**Link Studio, LLC
Baltimore MD USA**

Finalist Certificate

Johns Hopkins Cystic Fibrosis Center
"Johns Hopkins Cystic Fibrosis Center Website"
Consumer: Internet Website/Internet Advertising

**Precept
Berkeley Heights NJ USA**

Finalist Certificate

"Disease In The Primary Care Setting"
Prof: CME Accredited Program

Facilitating Diagnosis And Management Of
Alzheimer's Dermatology CME "Optimizing
Therapeutic Outcomes In Psoriatic Disease"
Prof: CME Accredited Program

Namenda "Changing The Treatment Paradigm In
Alzheimer's Disease: Slide Library"
Prof: CME Non-Accredited Program

**Brogan & Partners Convergence Marketing
Birmingham MI USA**

Finalist Certificate

Michigan Department of Community Health
Responsible Gambling "Gamble Responsibly Web site"
Consumer: Internet Website/Internet Advertising
NCDHHS Secondhand Smoke Campaign
"Secondhand Smoke Campaign"
DTC: Integrated Campaign

**Finelight: Strategic Marketing Communications
Bloomington IN USA**

Finalist Certificate

Cook Pharmica "Capabilities Brochure"
Prof: Brochure/Annual Report
Finelight Strategic Marketing Communications
"E-Holiday Greeting"
Prof: Internet Website/Internet Advertising

**Bankers Life and Casualty Company
Brookfield IL USA**

Finalist Certificate

Bankers Life and Casualty Company
"Forget-Me-Not Days Poster"
Consumer: Brand Reminders

**Crowley Webb And Assoc.
Buffalo NY USA**

Finalist Certificate

Praxis "Recruiter Album 1"; "Recruiter Album 2"
Prof: Direct Mail

**Brigham and Women's Hospital
Chestnut Hill MA USA**

Finalist Certificate

Brigham And Women's Hospital "Cardiovascular Firsts Ad"
DTC: Radio Advertisement

**Abelson Taylor, Inc.
Chicago IL USA**

Global Award

Rozerem "Rozerem Brand Booth Design"
Prof: Exhibition/Convention

Finalist Certificate

Actos "Actos ADA Catwalk Animation"
Prof: Exhibition/Convention

Evoclin "Evoclin Training Day"
Prof: Film/Video

Gliadel "Gliadel Website"
Prof: Internet Website/Internet Advertising

Neulasta "Neulasta Match/Cube Dimensional
Sales Aid #1 & #2"
Prof: Detail/Sales Ad

Neulasta "Neulasta Match/Cube Integrated Campaign"
Prof: Integrated Campaign

Rozerem "Rozerem Leave Behind Core Messages"
Prof: Brochure/Annual Report

Rozerem "Rozerem Lunch n Learn Goodnight Game"
Prof: Computer Based (CD-ROM)

VESIcare "VESIcare (Pants) Integrated Campaign"
Prof: Integrated Campaign

Rozerem "Rozerem.com (3a)"
Consumer: Internet Website/Internet Advertising

**Corbett
Chicago IL USA**

Finalist Certificate

Alcon "Toric Journal Ad"
Consumer: Medical Product Advertisement
Retaane "Retaane Australia Launch Vis Aid"
Prof: Detail/Sales Ad

**Donahoe Purohit Miller, Inc.
Chicago IL USA**

Finalist Certificate

Analpram HC Singles "Analpram HC Singles: Peaches"
Computer-Generated Graphics
Increlex "Increlex Calendar"
Consumer: Brand Reminders

Increlex "Increlex Launch Campaign"
Consumer: Integrated Campaign

**Euro RSCG Life Central
Chicago IL USA**

Finalist Certificate

Euro RSCG Life Central "Myriad Direct Mail with RFP"
Prof: Brand Reminders; Prof: Direct Mail

Euro RSCG Life Central "Myriad RFP CD-ROM"
Prof: Computer Based (CD-ROM)

Euro RSCG Life Central "Myriad RFP Relationship Video"
Corporate Ads

**Goble & Associates
Chicago IL USA**

Finalist Certificate

CLOCC "CLOCC Website"
Consumer: Internet Website/Internet Advertising
Somat Care, Inc. "Somat Corporate Website"
Consumer: Internet Website/Internet Advertising

**Hamilton Communications Group
Chicago IL USA**

Finalist Certificate

Camp Superfly "Camp Superfly II"
Consumer: Direct Mail

**Pivot Design, Inc.
Chicago IL USA**

Finalist Certificate

Children's Memorial Hospital
"Make No Little Plans Annual Report"
Prof: Brochure/Annual Report

Feinberg School of Medicine at Northwestern
University "Discover Annual Report"
Prof: Brochure/Annual Report

Rehabilitation Institute of Chicago
"Making Headlines Annual Report"
Prof: Brochure/Annual Report

**Williams-Labadie
Chicago IL USA**

Finalist Certificate

FACTIVE "QuinSudoku.com"
Guerrilla Advertising

**Stonefly Communications Group
Columbus OH USA**

Finalist Certificate
NovoLog “*Pediatric Patient Starter Kit*”
Consumer: Brochure

**Cyber X Designs
Denville NJ USA**

Finalist Certificate
Global Asthma Physician and Patient Survey
“*GAPP Survey Website*”
Prof: Internet Website/Internet Advertising

**Scienta Healthcare Education
Durham NC USA**

Finalist Certificate
GSK Migraine Franchise “*Effective Strategies For Differentiating Headache*”
Prof: CME Non-Accredited Program

**echo Torre Lazur
East Hanover NJ USA**

Finalist Certificate
Pegasys “*Pegasys Takes A Stand Against Hep C*”
Photography

**CCG Metamedia Inc.
Lambertville NJ USA**

Finalist Certificate
Seroquel “*Compelled to Move: Inside the Akathisia Experience*”
Prof: Film/Video

**Interlink Healthcare Communications
Lawrenceville NJ USA**

Finalist Certificate
Novartis Glivec “*The Promise Continues Handover Kits*”
Prof: Core Campaign
Novartis Oncology “*War Vet Clinical Trial Recruitment Poster*”
Consumer: Small Space Poster

**Tobaccofree.Org
Los Angeles CA USA**

Finalist Certificate
Tobaccofree.Org “*A Talk With Your Kids About Smoking - The Truth About Tobacco*”
Consumer: Film/Video

**PriceWeber
Louisville KY USA**

Finalist Certificate
The Heart Center at Columbus Regional Hospital
“*Elephant*”
Consumer: Outdoor

**HCPPro, Inc.
Marblehead MA USA**

Finalist Certificate
“*Disruptive Residents: A Guide to Developing a Culture of Zero Tolerance*”
Prof: Film/Video

**Hybrid Medical Animation
Minneapolis MN USA**

Finalist Certificate
Unbranded “*Mechanism of Action of Anti-CTLA4*”
Prof: Film/Video

**Peter A Mayer Advertising
New Orleans LA USA**

Finalist Certificate
Mary Bird Perkins Cancer Center “*IGRT :30 TV*”
Consumer: TV - Medical Service Commercial
Mary Bird Perkins Cancer Center “*IGRT Print*”
Consumer: Medical Service Advertisement

**Brand Pharm
New York NY USA**

Finalist Certificate
Differin “*Take Charge*”
DTC: Television Advertisement

**Devito/Verdi
New York NY USA**

Global Award
Mount Sinai “*Baseball*”
Consumer: Medical Service Advertisement

Finalist Certificate
Mount Sinai “*Another Day Another Breakthrough 1: Baseball/Amazing Heart/Singer*”; “*Another Day Another Breakthrough 2: Amazing Heart/Second Opinion/Memory Loss*”
Consumer: Medical Service Advertisement

**Euro RSCG Life Chelsea
New York NY USA**

Finalist Certificate
CHELSEA “*CHELSEA ADS*”
Corporate Ads

**EURO RSCG TONIC
New York NY USA**

Finalist Certificate
VESIcare “*B*”
DTC: Television Advertisement

**Foote Cone & Belding
New York NY USA**

Global Award
“*Bruises*” - *Black Eye/Cut Lip/Broken Nose*”
Consumer: Outdoor

Finalist Certificate
“*Bruises*” - *Black Eye/Cut Lip/Broken Nose*”
DTC: Print Advertisement; Consumer: Print Announcement
Unbranded “*Depression Hurts*”
DTC: Television Advertisement

**Grey Healthcare Group
New York NY USA**

Global Award
Viramune “*The Six Degrees Of Connection*”
Prof: Film/Video

Finalist Certificate
“*Shadow Campaign Refacto*”
Blood Agents
Darfur “*Save Darfur*”
Consumer: Small Space Poster
Jed Foundation “*Suicidal*”
Art Direction; Consumer: Small Space Poster

**IconNicholson
New York NY USA**

Finalist Certificate
Reyataz “*Light to Unite for World AIDS Day*”
Consumer: Internet Website/Internet Advertising

**Icontent
New York NY USA**

Finalist Certificate
Hythiam “*Prometa*”
Prof: Film/Video

**iMed Studios
New York NY USA**

Finalist Certificate

Arimidex "Arimidex Tablet PC Presentation"

Prof: Computer Based (CD-ROM)

Diabetes Franchise "Incretins and Type-2 Diabetes:
Discovering A New Piece Of The Puzzle"

Prof: Exhibition/Convention

Publicis Healthcare Communications Group
"PHCG website"

Prof: Internet Website/Internet Advertising

**Medicus NY
New York NY USA**

Finalist Certificate

Medicus NY "MNY is _____."

Art Direction

**Munn Rabot
New York NY USA**

Finalist Certificate

Group Health Incorporated (GHI)

"Specializing in Great Doctors"

DTC: Television Advertisement

**Ogilvy Healthworld
New York NY USA**

Finalist Certificate

KIDS "KIDS Posters"

Consumer: Small Space Poster

Ogilvy Healthworld "20-Year Corporate Brochure"

Art Direction

**OgilvyOne
New York NY USA**

Finalist Certificate

Premarin "KnowMenopause"

Consumer: Internet Website/Internet Advertising

**Rapp Collins Healthcare
New York NY US**

Finalist Certificate

Cardasil/Merck Vaccine Division

"Tell Someone Disease Education Brochure"

Consumer: Brochure

**Saatchi & Saatchi Healthcare Communications, Inc.
New York NY USA**

Finalist Certificate

Alvesco "Alvesco MOA PK/PD Video"

Prof: Film/Video

Enbrel "Enbrel ACR Video"

Prof: Film/Video

**Saatchi and Saatchi Consumer Healthcare
New York NY USA**

Finalist Certificate

Nexium "Jimmy And Jenny"

DTC: Integrated Campaign

**SciMedMedia
New York NY USA**

Finalist Certificate

Atlana "Art Forum"

Prof: Computer Based (CD-ROM)

Scimed "HPVCME.org"

Prof: Internet Website/Internet Advertising

**Seiden
New York NY USA**

Finalist Certificate

BD Logic "Transformation"

Consumer: Integrated Campaign

**Siegel & Gale
New York NY USA**

Finalist Certificate

Daiichi Sankyo "Daiichi Sankyo US Website"

Prof: Internet Website/Internet Advertising

**Strategic Domain
New York NY USA**

Finalist Certificate

Medicare Resource Center

"Medicare Resource Information Center"

Prof: Internet Website/Internet Advertising

Pharmacist e-Link "Pharmacist e-Link Portal"

Prof: Internet Website/Internet Advertising

**Sudler & Hennessey
New York NY USA**

Finalist Certificate

Aggrenox "Crossword Puzzle"

Prof: Computer Based (CD-ROM)

**Surge Healthcare
New York NY USA**

Finalist Certificate

NASONEX "Big Head"

Illustration

Velcade "Time"

Typography

**The Cementworks
New York NY USA**

Finalist Certificate

UCB "Crohn's Disease MOA Video"

Computer-Generated Graphics

**WE MOVE with Chandler Chicco Agency
New York NY USA**

Finalist Certificate

Movement Disorders Awareness

"Life in Motion Campaign"

Consumer: Integrated Campaign

**Wunderman
New York NY USA**

Finalist Certificate

Pfizer For Living "Healthy Consequences

Mystery Sweepstakes"

Consumer: Internet Website/Internet Advertising

"If You Were My Sister"

DTC: Television Advertisement

**CommonHealth
Parsippany NJ USA**

Finalist Certificate

Doxil "Keep Her Fighting: Doxil First"

Prof: Detail/Sales Ad

Listerine "How Much More Powerful Can This Be?"

Prof: Detail/Sales Ad

Unbranded (Provigil) "Excessive Sleepiness"

Prof: Direct Mail

**Integrated Communications Corp.
Parsippany NJ USA**

Global Award

Integrated Communications Corp "Oh Yeah!"

Corporate Ads

**Pace, Inc.
Parsippany NJ USA**

Finalist Certificate

Revatio "Revatio "Lung-Shaped Tree" Campaign"

Prof: Integrated Campaign

**Art Center College of Design
Pasadena CA USA**

Finalist Certificate

Designmatters PSAs for the International Organization
for Migration "Animated PSA Campaign for HIV/AIDS

Awareness in the Caribbean"

Consumer: TV Announcement

**Dorland Global Corporation
Philadelphia PA USA**

Finalist Certificate

Alertness Matters “Alertness Matters Outdoor Billboard”
Consumer: Outdoor Announcement**Hal Lewis Group
Philadelphia PA USA**

Finalist Certificate

The Hal Lewis Group, Inc. “The Hal Lewis Goop”
Prof: Brand Reminders
MDS Central Lab “MDS Central Lab Translation Video”
Prof: Film/Video**Medical Broadcasting Company
Philadelphia PA USA**

Finalist Certificate

Crestor “Crestor Virtual Patient Experience”
Prof: Exhibition/Convention
Unbranded “TalkingToYourDoctor.com”
Consumer: Internet Website/Internet Advertising
Arimidex “Arimidex.com”
Consumer: Internet Website/Internet Advertising
Unbranded “GetBCFacts.com”
Consumer: Internet Website/Internet Advertising**WILL Interactive, Inc./Washington Hospital Center
Potomac MD USA**

Finalist Certificate

Virtual Experience Immersive Learning Simulation
“Anatomy of Care”
Prof: CME Non-Accredited Program**Daniel Brian and Associates
Rochester MI USA**

Finalist Certificate

Henry Ford Health System
“Henry Ford All-Star Prostate”
Consumer: Medical Service Advertisement**MayoClinic.com
Rochester MN USA**

Finalist Certificate

MayoClinic.com “MayoClinic.com”
Consumer: Internet Website/Internet Advertising**partners + napier
Rochester NY USA**

Finalist Certificate

Bausch & Lomb “PureVision Contact Lenses/
Integrated Professional Campaign”
Prof: Integrated Campaign
Bausch & Lomb “PureVision Jump Start CD”
Prof: Computer Based (CD-ROM)
Bausch & Lomb “PureVision Professional Print Ads:
Cop/Business Woman”
Complementary Medicine Products or Services**Harrison Leifer DiMarco
Rockville Centre NY USA**

Finalist Certificate

Sandoz “2006 Calendar”
Consumer: Brand Reminders**Sharp HealthCare
San Diego CA USA**

Finalist Certificate

Sharp HealthCare “Stories of the Sharp Experience:
Real Life, Real People”
Consumer: Infomercial**Anderson DDB
San Francisco CA USA**

Finalist Certificate

OneTouch “OneTouch Ultra 2 Launch Campaign”
DTC: Integrated Campaign
OneTouch “Tell Us We’re Listening Campaign”
Prof: Integrated Campaign
Simple Start “Simple Start Patient Education Campaign”
Consumer: Integrated Campaign**Planned Parenthood Golden Gate
San Francisco CA USA**

Finalist Certificate

Planned Parenthood Golden Gate
“Safe is Sexy MTV commercial”
Consumer: TV - Medical Service Commercial**The Phelps Group
Santa Monica CA USA**

Finalist Certificate

City Of Hope “Answer Intergrated Campaign”
Consumer: Integrated Campaign**DDB Seattle
Seattle WA USA**

Finalist Certificate

Swedish Medical Center “Left Brain, Right Brain”
Consumer: Medical Service Advertisement
Swedish Medical Center “Living the Oath - Cancer,
Living the Oath - NICU, Living the Oath - Surgery”
Consumer: Medical Service Advertisement**Embryon
Somerville NJ USA**

Finalist Certificate

Lantus “Following the Path to Better Diabetes Control”
Prof: CME Non-Accredited Program**Guidant Corporation, a Boston Scientific company”
St. Paul MN USA**

Finalist Certificate

HEARTISTRY – the art of caring for your heart
“HEARTISTRY – the art of caring for your heart (CD)”
Consumer: Computer Based (CD-ROM)**RTC Relationship Marketing
Washington DC USA**

Finalist Certificate

GlaxoSmithKline “Quit2winracing.com”
Consumer: Internet Website/Internet Advertising
Humira “Patient Starter Kit”
Consumer: Brand Reminders
Nicorette “mycitymyart.com”; “Fruitchillmillion.com”
Consumer: Internet Website/Internet Advertising**Cadient Group
West Conshohocken PA USA**

Global Award

SEROQUEL “Ethan’s Story - Patient Profile Video”
Prof: Film/Video**Blue Diesel
Westerville OH USA**

Finalist Certificate

GSW “GSW Website”
Prof: Internet Website/Internet Advertising
inChord “inChord Corporate Web Site”
Prof: Internet Website/Internet Advertising
Resurgex “Resurgex Web Site”
Prof: Internet Website/Internet Advertising

**GSW Worldwide
Westerville OH USA**

Global Award

Cialis "*Cialis Brand Book*"

Prof: Brand Reminders

Zyprexa "*Zyprexa Campaign Book*"

Prof: Core Campaign

Finalist Certificate

EES/Pillcam "*Voyage*"

Consumer: Integrated Campaign

MGI/Aloxi "*I Felt Spread Ad*"

DTC: Print Advertisement

TAP Metabolic Disorders "*Gout Disease
Awareness Campaign*"

Alimentary/Metabolism

The Navicor Group**Westerville OH USA**

Finalist Certificate

Ethyol "*Ethyol Sales Aid*"

Prof: Detail/Sales Ad