

THE  
**GLOBAL AWARDS**

World's Best Work in Healthcare Communications

## 2007 FINALISTS

<b>Dialogo Publicidad S.A; Buenos Aires Argentina</b> Cefalex	Take That Off	Consumer: TV - Medical Product Ad
<b>DDB Remedy; Sydney Australia</b> Australiane Herpes Management Forum Remicade	Fashion Life Changing	DTC: Print Ad Prof: Film/Video
<b>Euro RSCG Life; North Sydney Australia</b> Nurofen Core & Nurofen Plus	Wedding Dress & Heist	DTC: Mixed Media Campaign
<b>FutureProof Radio; Twin Waters Australia</b> Sunshine Coast IVF	The Search	Prof: Radio Commercial
<b>Grey Healthcare Australia; Sydney, NSW Australia</b> Accu-Chek Caduet Lumigan	Chance Results 2 Proven Stars. 1 Take. No George Clooney	Consumer: Medical Service Ad Cardiovascular Sensory Organs; Prof: Direct Mail
<b>Saatchi &amp; Saatchi Australia; Sydney Australia</b> Claratyne Hayfever & Allergy Relief	Clouds	DTC: Television Ad
<b>Sudler &amp; Hennessey Melbourne; Melbourne Australia</b> Fluvax	'Trap' 4 page insert	Complementary Medicine Products
<b>Sudler &amp; Hennessey, Sydney; North Sydney Australia</b> Covitol Lyrica Viagra	Roof Baby Barbed Wire Woman Bed/Lounge/Shower	Consumer: Medical Product Ad Central Nervous System Genito-urinary
<b>Tribal DDB Sydney; Sydney Australia</b> The Colorectal Foundation	The Colorectal Foundation's "Get Screened" Website	Consumer: Website
<b>Ursa; Sydney, NSW Australia</b> Waiting Room	Trashyotomy/Material/Petrie Dish	Corporate Ads
<b>Demner, Merlicek &amp; Bergmann Werbe.ges.m.b.H.; Vienna Austria</b> Azur - Stop Smoking	Stop Smoking	Consumer: Medical Service Ad
<b>DRAFTFCB KOBZA Werbeagenur Ges.m.b.H.; Vienna Austria</b> Austrian Association For Drugprevention Condomi Nicorette	Drugaddicts@work Ultra Thin & Take Care Matches & Children Campaign	Consumer: Website/Internet Ad Consumer: Medical Product Ad Consumer: Medical Product Ad

**Lowé GGK Vienna; Vienna Austria**

Alzheimer's Ward  
 Butterfly Children  
 Butterfly Children  
 CS Nursing And Social Center

Fragmentary Word  
 Guitar  
 Safety Seat  
 Life Line

Consumer: Medical Service Ad  
 Consumer: Print Announcement  
 Consumer: Outdoor Announcement  
 Consumer: Medical Service Ad

**Saatchi & Saatchi Quattro; Brussels Belgium**

VVI

Beggar/Car Wash

Corporate Ads

**Ogilvy; São Paulo Brazil**

Achè Laboratório Farmacéutico  
 Achè Laboratório Farmaceutico  
 Laboratório Fleury

Chorus  
 T-Shirts  
 Airplane

DTC: Television Ad  
 DTC: Print Ad  
 DTC: Print Ad

**Roche Pharmaceuticals; Sao Paul Brazil**

Humanizing Relationships

Humanizing Relationships Pocket Book

Prof: Brochure/Annual Report

**Anderson DDB Toronto, Ontario Canada**

Omnex

Ready Set Sealed

Medical Devices

**Cundari Group Ltd.; Toronto Canada**

International AIDS Conference 2006

Time To Deliver

Consumer: Film/Video

**Healthwise Creative Resource Group; Toronto ON Canada**

Levemir

Fortune Cookies

Prof: Brand Reminders

**Kelly Phillips Productions; Montreal Canada**

Bipolar Disorder Case Study

Prof: Sales Force Education

**TAXI Canada Inc; Toronto Canada**

Pfizer Canada Inc

Diner/BBQ/Dog Park

Consumer: TV - Medical Product Ad

**The Synapse Group; Burlington Canada**

Boehringer Ingelheim 16th Annual Canadian  
 Conference on HIV/AIDS Research  
 The Synapse Group

Breakfast Satellite Symposium Vignettes

Prof: Film/Video

Synapse Brochure (for Astellas Pharma  
 US, Inc.) and Synapse Corporate Brochure

Prof: Brochure/Annual Report

**Ideo dizajn; Zagreb Croatia**

Nisita

Ease Off

DTC: Print Ad

**Advance A/S; Copenhagen Denmark**

ReSound Metrix

Minimize Noise

Consumer: Brand Reminders

**REPUTATION; Copenhagen Denmark**

Serdolect

Switch Life Back On

Prof: Film/Video

**DDB Health; London England**

Ganfort  
 Norditropin

Together  
 Ambition

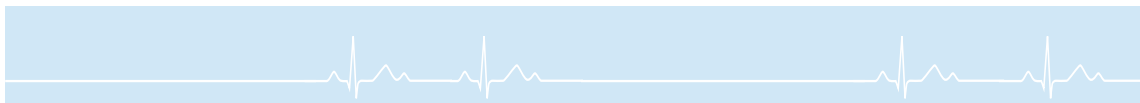
Photography  
 Hormones

**Junction 11; London England**

GSK DDW (Corporate)

Facing The Challenge 2006

Corporate Ads



<b>Kiss Network; London England</b> UK Department of Health	The Big Quit Podcasts	Consumer: Podcast
<b>Pan Advertising; London England</b> Luminity	Our Vision	Blood Agents
<b>Rainmaker Advertising Limited; London England</b> Rosemont Pharmaceuticals	I Can't Swallow Pills	Prof: Film/Video
<b>Random42 Medical Animation; London England</b>	Targeting Tumor Angiogenesis by VEGF Signaling & Rheumatoid Arthritis: A Cytokine Driven Disease	Computer-Generated Graphics
<b>Torre Lazur McCann, London; London England</b>		
Risperdal Consta	Street & Playground	Psychiatric/Mental Health
Risperdal Consta	Lost Mailer	Prof: Direct Mail
Risperdal Consta	Lost: Playground/Street/Sam's Story/ What Hurts../Lost Mailer/Lost Detail Aid	Prof: Mixed Media Campaign
Risperdal Consta	Sam's Story	Prof: Film/Video
<b>Angela Liedler GmbH; Freiburg Germany</b>		
FITOC	Traffic Lights	Consumer: Brand Reminders
Neuro Center	Bicycle Helmet	Consumer: Brand Reminders
<b>antwerpes &amp; partner ag; Cologne Germany</b>		
DocCheck	Der Schweissband 06	Prof: Brochure/Annual Report
<b>BBDO Duesseldorf GmbH; Duesseldorf Germany</b>		
Caritas	Little Traffic-Light Man & Urinal Sticker	Guerrilla Advertising
Image	Organ Donation	Consumer: Print Announcement
Social	The DVW Zebra Crossing	Consumer: Outdoor Announcement
Wrigley's Extra Professional White	Extra White Smile	Guerrilla Advertising
<b>Euro RSCG Düsseldorf; Duesseldorf Germany</b>		
Dulcolax Laxative	Toilet Paper Roll	Consumer: Outdoor; Real-Life Model Making
<b>Healthy People, a division of Grey Worldwide; Duesseldorf Germany</b>		
Lorano	Blowball	Consumer: Medical Product Ad
<b>Heye Group; Unterhaching Germany</b>		
Ratiopharm GmbH	Fentanyl-Ratiopharm Matrixplaster	Prof: Brochure/Annual Report
<b>Juwi MacMillan Group; Walsrode Germany</b>		
Serono	Egg	Hormones
<b>KMS Team GmbH; Munich Germany</b>		
Evotec	Tomorrow's Drugs Today	Prof: Brochure/Annual Report
<b>KNSK Werbeagentur GmbH; Hamburg Germany</b>		
McNeil	Flowers	Complementary Medicine Products
McNeil Dolormin	Cacophony & Loud. Silent.	Consumer: Radio - Medical Product Ad



**Lüders BBDO; Cologne Germany**

Deutsche Ärzteblatt  
Prevenar

Advertise Till The Doctor Comes.  
Little Big Heroes

Corporate Ads  
Illustration

**Leo Burnett Frankfurt; Frankfurt Germany**

Air Aid - Centre For Snoring Therapy  
Orthodontist Dr. Rathenow  
Sweat-Off

Snoring Melody  
'Uncorrected Teeth Pacifiers' Promotion  
Truck

Consumer: Radio - Medical Service Ad  
Guerrilla Advertising  
Consumer: Outdoor

**McCann Erickson Frankfurt GmbH; Frankfurt Germany**

Avène Eluage Anti-Aging Creme & Serum

Reverse Calendar

Consumer: Brand Reminders;  
Illustration

Clinic am Meer

Become More Attractive

Consumer: Direct Mail

**Ogilvy Frankfurt; Frankfurt Germany**

Magersucht.de  
Malteser Ambulance Service

Mailing Slim, Slimmer, Dead  
Typo Crash Campaign

Prof: Direct Mail  
Consumer: Print/Outdoor  
Announcement; Mixed Media  
Campaign

Malteser Ambulance Service  
Malteser Help Service

Malteser Typo Crash  
Promotion One-Man Stretcher

Consumer: TV Announcement  
Guerrilla Advertising

**OgilvyOne Worldwide, Frankfurt; Frankfurt/Main Germany**

GlaxoSmithKline

Arixta vs. Thrombus - Battle in the  
Bloodstream

Prof: Exhibition/Convention

**Publicis Frankfurt; Frankfurt am Main Germany**

Rowenta

Happy Feet

Consumer: Medical Product Ad

**Rapp Collins Hamburg; Hamburg Germany**

HARTMANN Incontinence Management

Four Color Continence Care

Administrative/Management;  
Prof: Direct Mail

**Saatchi & Saatchi GmbH; Frankfurt Germany**

Nicotinell  
Omniflora  
Pro Slim

The Chewing Gum For Afterwards  
The Poop Chute  
Sumo

DTC: Print Ad  
Guerrilla Advertising  
DTC: Print Ad

**Scholz & Friends; Berlin Germany**

Slim Fast

The Heavy Steps Promotion

Guerrilla Advertising

**Scholz & Friends Hamburg GmbH; Hamburg Germany**

Doppelherz Lecithin  
Testicles Cancer Precaution

The Post-it Campaign - Office/ Kitchen  
The Testicles Test Campaign (Superhero,  
Firefighter, Soccer Player)

Consumer: Outdoor; Art Direction  
Consumer: Print/Outdoor Ad

**Serviceplan München/Hamburg; München Germany**

AOK Non-smoking-program

Smoker's Lung

Guerrilla Advertising;  
Consumer: Outdoor Ad

Non-Smoking-Campaign

Smoke Ring

Consumer: Outdoor Ad

**Serviceplan Vital; München Germany**

Frei AntiAge+  
Yasminelle

Regeneration  
i-Pod

Consumer: Medical Product Ad  
Hormones



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

Adelheit.de (Website for road safety)

Mamazone

Mamazone

Mamazone

Beer Coaster

Couple

Fruit Stickers

Horoscope

Consumer: Website

Consumer: TV Ad

Consumer: Website

Consumer: Print Ad

**Aakanksha Healthcare; Mumbai India**

Prevenar

Ulgel

Breast Feeding Is Best Feeding

Post-It Activity

Consumer: Small Space Poster

Guerrilla Advertising

**Concept Communication Ltd.; Mumbai, Maharashtra India**

Aids Awareness

Voodoo Doll

Consumer: TV Announcement

**McCann Healthcare; Mumbai India**

GSK

Statue Of Liberty

Musculoskeletal

**Mudra Health & Lifestyle (A Part Of Mms); Mumbai India**

Dr. Vinay Deshmane

JASCAP

Lump

Squeazy

Consumer: Small Space Poster

Guerrilla Advertising

**OgilvyOne Worldwide; Mumbai India**

Tenormin

99.9%

Prof: Detail/Sales Ad

**Percept H Private Limited; Mumbai India**

Ojus Digestive Pills

One

Regulax Forte

Grandma/Mom/Dad

HIV+

Shit &amp; Why Take Shit

Consumer: Medical Product Ad

Consumer: Brochure

Consumer: Medical Product Ad

**Point Blank; Mumbai India**

Xyzal

Allergy Man : Dog/Cigarette/Soap

Respiratory

**R K SWAMY BBDO; Mumbai India**

Canesten

Drill

Prof: Brand Reminders

**Sorento Healthcare Communications; Mumbai India**

SBF Health

Prayer

Consumer: Outdoor Ad

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

Israel Cancer Association

Tnuva

Warning Signal

Magnets

Consumer: TV Announcement

Consumer: Mixed Media Campaign

**Sentrix Europe; Milan Italy**

Savene

Savene Snake

Cytostatic

**Sudler&Hennessey; Milano Italy**

Viagra

Hard Sex

Genito-urinary

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

Clearasil

Egg

Art Direction

**Sun; Chuo-ku Japan**

Low Calorie Sweetener PALSWEET

The Years Add Up ... For Fewer Calories  
And A Trimmer You

DTC: Print Ad



<b>Young and Rubicam Mexico; Mexico City Mexico</b> Wyeth/Chapstick	Begins With The Kiss	DTC: Television Ad
<b>Grey Healthcare; Auckland New Zealand</b> Atacand	Rhino/Armadillo	Cardiovascular
<b>Insight NZ Ltd; Auckland New Zealand</b> Merck Sharp & Dohme	Origami	Prof: Direct Mail
<b>Harrison Communications, Inc.; Makati City Philippines</b> Neozep	Hole in the Wall	Guerrilla Ad; Consumer: Outdoor Ad
<b>Ogilvy &amp; Mather Romania; Bucharest Romania</b> Intelect Plus Prolax Saproxif	Intelect Plus Clepsydra Fly	Consumer: Medical Product Ad Consumer: Medical Product Ad Consumer: Medical Product Ad
<b>Crush Advertising Pte Ltd; Singapore Singapore</b> Health Promotions Board Of Singapore Memorin Tablets	Tampon Baby Car Seat	Guerrilla Advertising Guerrilla Advertising
<b>Wiktor Leo Burnett; Bratislava Slovak Republic</b> Union Zdravotna Poistovna	Everything For Your Health	DTC: Mixed Media Campaign
<b>Fine Healthcare Strategic Marketing Services; Johannesburg South Africa</b> Nurofen for Children	3 Months	Prof: Mixed Media Campaign
<b>Ogilvy Healthworld South Africa; Johannesburg South Africa</b> Augmentin SR Nestle Infant Nutrition	Escapology NAN Bullett Launch	Prof: Mixed Media Campaign Prof: Mixed Media Campaign
<b>ENE Publicidad, S.A.; Madrid Spain</b> Humatrope/lilly	Excited About Growing	Prof: Mixed Media Campaign
<b>Global Healthcare; Barcelona Spain</b> Baycip Durex Play Global Healthcare	You Can Drink It Play X-rays	Anti-infective Prof: Direct Mail Prof: Direct Mail
<b>McCann Healthcare Barcelona; Barcelona Spain</b> Loxifan	After The Storm... Comes The Calm	Other
<b>Medicus Spain; Madrid Spain</b> Fenin Medicus Spain Pfizer Schering Plough Spanish Ministry of Health	Spain Is Much More: Folklore/Music/Art Christmas Meter Leaving Its Mark Herolna Train	Medical Devices Prof: Computer Based (CD-ROM) Art Direction Consumer: Medical Product Ad Consumer: TV Ad
<b>Ogilvy Healthcare; Barcelona Spain</b> Clinutren Solutions (Nestle Nutrition) Frontline Combo	Clinutren Sensations The Perfect Combo	Prof: Mixed Media Campaign Prof: Mixed Media Campaign



**Pavlov; Barcelona Spain**

Grupo Uriach

Sweet Dreams?

Central Nervous System

**Akestam Holst; Stockholm Sweden**Nezeril/AstraZeneca  
RFSUTunnel  
Love SupportConsumer: Brand Reminders  
Consumer: Internet Website/Internet  
Ad; Mixed Media Campaign**Euro RSCG Group Switzerland; Zurich Switzerland**

Love Life - Stop AIDS

Love Life/Fencing/Hockey/Love Lips/  
A Bond For Life/Street Signs

Consumer: Mixed Media Campaign

**Jung Von Matt AG; Zurich Switzerland**Promotion Santé Suisse  
Promotion Santé Suisse  
Promotion Santé SuisseEvery Fifth Child Is Overweight  
Out Of Shape Objects  
PlaygroundConsumer: Outdoor; Photography  
DTC: Print Ad  
DTC: Television Ad**Spillmann/Felser/Leo Burnett; Zürich Switzerland**Astra Zeneca  
Helvepharm  
Zurich Aids AidSwiss Accordion  
FC Münchwilen  
PastConsumer: TV - Medical Product Ad  
Consumer: TV - Medical Product Ad  
Prof: TV Commercial**Swiss Publicis Zurich; Zurich Switzerland**Sanofi-Aventis - Collunosol-N, AspEgic,  
Rhinathiol (OTC - Cuff and Cold)

OTC - Cuff and Cold Dosecards

Prof: Direct Mail

**TBWA Switzerland AG; Zurich Switzerland**

pharmaSuisse

Smoking/Lack of Exercise/Fatty Food

Medical Devices

**Healthy People/Grey Worldwide; Istanbul Turkey**Bi-Profenid  
Kolestor  
World Kidney Day  
ZeliumFrom Darkness To Light  
It's Not That Easy...  
Are Your Kidneys With You?  
That's Too Much!Prof: Direct Mail  
Prof: Detail/Sales Ad  
Consumer: Mixed Media Campaign  
Consumer: Point of Purchase Display**Grey Worldwide Dubai; Dubai United Arab Emirates**Panadol  
SensodyneSugar/Salt/Hotdog  
Hot Tea/Cold Drink/IcecreamSensory Organs  
Complementary Medicine Products;  
Sensory Organs**Healthworld Pangulf Advertising; Dubai United Arab Emirates**VLCC Anti Dandruff Shampoo  
VLCC Sunscreen Cream  
VLCC Sunscreen CreamSnowfall  
Vampire  
ShadeDermatological  
Dermatological  
Guerrilla Advertising**TD&A DDB; Dubai United Arab Emirates**

HIV

Eraser

Consumer: Print Announcement

**Wunderman; Dubai United Arab Emirates**

Dubai Bone &amp; Joint Center

Do It The Right Way! &amp; The Helping Hand

Prof: Direct Mail

**22clicks; New York NY USA**HUMIRA  
PhilipsAAD Stacked Plasma Animation  
Philips Sonicare eSales AidProf: Exhibition/Convention  
Prof: Computer Based (CD-ROM)

<b>91 East, Bridgehampton NY USA</b> Blythedale Children's Hospital	Journey's of Hope	Consumer: Film/Video
<b>Abbott Laboratories; Abbott Park IL USA</b> Depakote	Grounded In Dependability Electronic Sales Aid	Prof: Computer Based (CD-ROM)
<b>AbelsonTaylor, Inc.; Chicago IL USA</b> Evoclin	Evoclin POA3 Leave Behind, Lenticular Back-to-School Leave Behind & POA1 Flashcard & Holder	Prof: Detail/Sales Ad
Natrecor	Rapid Relief Can't Come Soon Enough Journal Ad	Cardiovascular
Natrecor	Rapid Relief Can't Come Soon Enough Direct Mail Series	Prof: Direct Mail
Natrecor	Rapid Relief Can't Come Soon Enough Convention Booth	Prof: Exhibition/Convention
Natrecor	Natrecor Drowning Man Image Photography	Photography
Rozerem	Rozerem Clipboard	Prof: Brand Reminders
Rozerem	Rozerem Demo Kit	Prof: Detail/Sales Ad
Rozerem	www.rozerem.com	Consumer: Website/Internet Ad
Rozerem	Your Dreams Miss You Print Campaign	DTC: Print Ad
Rozerem	Rozerem Sales Force Training Video	Prof: Sales Force Education
VESlcare	VESlcare 3 Wave - Dimensional Direct Mail Program & Integrated Campaign	Prof: Mixed Media Campaign
VESlcare	VESlcare Plasma Screen CD & Screen Shots	Prof: Exhibition/Convention
<b>Adient, part of CommonHealth; Parsippany NJ USA</b> Implanon Camphath	Discover Implantable Contraception Clearing The Bone Marrow Brochure	Hormones Illustration
<b>American Academy of Orthopaedic Surgeons; Rosemont IL USA</b> 2007 PSA Campaign	Osteophyte	Consumer: TV Announcement
<b>AXIS Healthcare; Yardley PA USA</b> ApotheCom Associates	Targeting Patient & Partner Satisfaction: Insights Into The Functional & Emotional Benefits of Viagra	Prof: CME Non-Accredited Program
<b>Baptist Health Care; Pensacola FL USA</b> Baptist Health Care	Love Your Job Brochure	Prof: Brochure/Annual Report
<b>BJC HealthCare; St. Louis MO USA</b> BJC HealthCare	BJC School Outreach & Youth Development	Consumer: Website/Internet Ad
<b>Blue Diesel; Westerville OH USA</b> Ortho McNeil Neurologics	OMN TV	Consumer: CD-ROM
<b>Brand Pharm; New York NY USA</b> Brand Pharm Self Promotion Thrombin JMI	Ad Series and Website Thrombin JMI Ad	Copywriting Blood Agents



<b>Brogan &amp; Partners Convergence Marketing; Birmingham MI USA</b> NCDHHS	Sunburn Girl	Consumer: Print Announcement
<b>Cahan &amp; Associates; San Francisco CA USA</b> OneWorld Health	Institute for OneWorld Health Brochure	Consumer: Brochure
<b>Carbon, part of CommonHealth; Parsippany NJ USA</b> Robitussin	Our Roots Go Deep	Respiratory
<b>CCG Metamedia Inc.; New York NJ USA</b> Unbranded/CME for Endocrine Society	The Endocannabinoid System: A New Target for the Reduction of Cardiovascular Risk Factors	Prof: Exhibition/Convention
<b>Cooney/Waters Group; New York NY USA</b> National Meningitis Association	Getting It: A Disease...A Vaccine	Consumer: Film/Video
<b>Corbett; Chicago IL USA</b> Abilify Actonel Tobradex	Abilify Illumination Direct Mail Program Actonel Vis Aid Tobradex Direct Mail	Prof: Direct Mail Prof: Detail/Sales Ad Prof: Direct Mail
<b>Crowley Webb And Assoc.; Buffalo NY USA</b> Praxis	Recruiter Albums 1, 3, 4	Prof: Direct Mail
<b>D2 Creative; Somerset USA</b>	Depression Lunch and Learn Series	Prof: Film/Video
<b>DDB Seattle; Seattle WA USA</b> Swedish Medical Center	Swedish Heart & Vascular Microsite - iheartswedish.org	Prof: Website/Internet Ad
<b>Digitas Health; Philadelphia PA USA</b> AstraZeneca Hoffmann-La Roche Inc.	AstraZeneca Corp. Website & CRESTOR.com Oral Chemo Advisor	Consumer: Website/Internet Ad Consumer: Website/Internet Ad
<b>Donahoe Purohit Miller, Inc.; Chicago IL USA</b> Donahoe Purohit Miller Ferndale Laboratories Tercica Corporation	West Africa Fistula Foundation Logo Lipocream Double Agent Series 2007 Increlex Calendar & Starter Kits	Logo/Symbol Design Prof: Direct Mail Prof: Brand Reminders
<b>Euro RSCG Life Central; Chicago IL USA</b> DuoDote	DuoDote Launch Ad	Other
<b>Euro RSCG Life LM&amp;P; New York NY USA</b> Chantix	Chantix Launch	Prof: Core Campaign
<b>Euro RSCG Tonic; New York NY USA</b> GlaxoSmithKline- VESlcare	M	DTC: Television Ad
<b>Eveo, Inc.; San Francisco CA USA</b> Cephalon Prograf	Pathophysiology of Pain Prograf MOA Animation	Prof: Film/Video Prof: Film/Video



**Grey Healthcare Group; New York NY USA**

Floxin Otic  
Rapamune  
ThinPrep

Surf Your Turf Interactive Sales Training  
Rapamune Journal Ad  
ThinPrep Campaign

Prof: Sales Force Education  
Genito-urinary  
Photography

**Group DCA; Monclair NJ USA**

Travatan Z

Travatan Z Case Study Investigator

Prof: Computer Based (CD-ROM)

**GSW Worldwide; Westerville OH USA**

Protopic

Sales Aid & ItchCraft Campaign

Prof: Detail/Sales Ad

**Hackensack University Medical Center; Hackensack NJ USA**

Hackensack University Medical Center

Hackensack University Medical Center

Prof: Brochure/Annual Report

**Halifax Community Health System; Daytona Beach FL USA**

Halifax Community Health System

Halifax Hospital-Port Orange Grand  
Opening Outdoor Advertisement

Consumer: Outdoor

**Hamilton Communications; Chicago IL USA**

Facts First

Facts First Event Kit

Consumer: Mixed Media Campaign

**Harrison & Star; New York NY USA**

Kaletra  
Avastin

Set Me Free Postcard  
Anti-Angiogenesis In Action

Prof: Direct Mail  
Prof: Film/Video

**HC&B Healthcare Communications; Austin TX USA**

Menninger Mental Health Epicenter  
Texas Oncology

Imagine/Miracles in Mind  
I Can

DTC: Mixed Media Campaign  
DTC: Mixed Media Campaign

**Hill Holiday; New York NY USA**

HIP VIP Medicare  
Cleveland Clinic

Rosa  
Letters To Tomorrow Print Campaign

Prof: Mixed Media Campaign  
Consumer: Medical Service Ad

**Hybrid Medical Animation; Minneapolis MN USA**

Epeius Biotechnologies  
Roche Laboratories

Rexin-G Mechanism of Action  
Xeloda Mechanism of Action

Prof: Film/Video  
Prof: Film/Video

**IconNicholson; New York NY USA**

Bristol-Myers Squibb

Light to Unite

Consumer: Website/Internet Ad

**iMed Studios; New York NY USA**

Torisel

mTOR: An Important Pathway in  
Targeting Cancer 3D Animation

Prof: Film/Video

**Interlink Healthcare Communications; Lawrenceville NJ USA**

BMS/Sanofi-Aventis Avapro/Avalide

The AVACODE Training Program

Prof: Sales Force Education

**Kilmer & Kilmer; Albuquerque NM USA**

Lovelace Health System

Lovelace Rebrand

Consumer: Mixed Media Campaign

**LyonHeart; New York NY USA**

Axid Oral Solution  
LyonHeart  
UCB Corporate Brochure

Axid Oral Solution  
Join the Uprising  
Portraits of Achievement

Illustration  
Guerrilla Advertising  
Prof: Brand Reminders



<b>Medicom Digital, Inc.; Minneapolis MN USA</b> Motivator Health Tool	Cycles Of Sleeping And Walking With Doze Family	Consumer: CD-ROM; Website
<b>Medicus NY; New York NY USA</b> Asacol	4-Page Journal Advertisement	Other
<b>Morsekode; Bloomington MN USA</b> Arizant Healthcare - Bair Paws	Gown	Prof: Brand Reminders
<b>Natrel Communications; Parsippany NJ USA</b> Intal	Intal Edge Mail Series	Respiratory
<b>Noesis, part of CommonHealth; Parsippany NJ USA</b> Betaseron	Betaseron Pathfinder Video	Consumer: Film/Video
<b>Ogilvy Healthworld; New York NY USA</b> Ogilvy Heathworld Self Promotion	Never Settle Holiday Card-We Sell-Best Ideas	Prof: Mixed Media Campaign
<b>Osprey Communications, Inc.; Greenwich CT USA</b> Boehringer Ingelheim	History of Parkinson's Disease	Prof: Exhibition/Convention
<b>Pharma Design Inc.; Warren NJ USA</b> Refacto	Wyeth Self Infusion Training Kit	Real-Life Model Making
<b>PUSH; Orlando FL USA</b> Orlando Regional Medical Center	Trauma Month	Consumer: Mixed Media Campaign
<b>R&amp;R Partners; Salt Lake City UT USA</b> Intermountain Healthcare Commercial	Volunteers	Consumer: TV - Medical Service
<b>RTC Relationship Marketing; Washington DC USA</b> AARP	AARP Healthcare Options	Prof: Website/Internet Ad
<b>S&amp;R Communications; Durham NC USA</b> Fleet Phospho-soda EZ-Prep	Interactive Boxed Polyp	Prof: Brand Reminders
<b>Sharp HealthCare; San Diego CA USA</b> Sharp HealthCare	Stories of the Sharp Experience: Episode 5	Consumer: Infomercial
<b>Shriners International Headquarters; Tampa FL USA</b> Shriners Hospitals for Children	Having Fun & Helping Kids	Consumer: Film/Video
<b>Stonefly Communications Group; Westerville OH USA</b> Novo Nordisk GlucaGen HypoKit	GlucaGen HypoKit Sales Force T-Shirts: Shirt 1/Shirt 2	Prof: Brand Reminders
<b>Sudler &amp; Hennessey; New York NY USA</b> Mirapex	Mission Possible	Prof: Sales Force Education



**Surge Worldwide Healthcare Communications; New York NY USA**

Merck Vaccines  
Rituxan  
Rituxan

Response That's Out In Front  
Rituxan Integrated Campaign  
Rituxan ACR Video

Prof: Direct Mail  
Prof: Mixed Media Campaign  
Prof: Film/Video

**TG Madison; Atlanta GA USA**

American Cancer Society

Mammography

Consumer: Mixed Media Campaign

**The Cementworks; New York NY USA**

Fertell

Fertell Professional Ad

Medical Devices

**Torre Lazur McCann; Parsippany NJ USA**

Delsym  
Torre Lazur McCann

Delsym Illustration Journal Ads  
Torre Lazur McCann Campaign

Respiratory  
Prof: Core Campaign

**Wolfmotell; Minneapolis MN USA**

St. Jude Medical

Ideas.Applied.

Prof: Mixed Media Campaign

