

THE GLOBAL AWARDS

World's Best Work in Healthcare Communications

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2008 Grand Global Winners

**Ogilvy Healthworld South Africa;
Johannesburg South Africa**

Augmentin SR & ES-600
“Escapology 2008”

Grand Global: Communication to the Healthcare Professional

**Blue Shield of California;
San Francisco CA, United States**

Blue Shield of California
“Chat Box Microsite”

Grand Global: Communication to the Consumer / Patient

Australia**BBK Advertising; Sydney Australia
Finalist Certificate**

MS Australia "Kiss"
DTC: Print Advertisement

Toprol-XL "Grumpy"
Cardiovascular

**Currawong Productions;
Greenwich Australia
Global Award**

Christian Medical College Vellore
"Home of a Healing God"
Prof: Film/Video

**Curtis Jones & Brown; Sydney, NSW Australia
Finalist Certificate**

Invega "Brain"
Psychiatric / Mental Health

**DDB; Melbourne Australia
Finalist Certificate**

Gardasil - Cervical Cancer Vaccine
"Join the Fight"
Consumer: Integrated (Mixed Media) Campaign

**DDB Remedy, Sydney; Ultimo NSW Australia
Global Award**

Colorectal Foundation - Colonoscopy Awareness
"Botty Talk"
DTC: Television Advertisement

Impotence Australia "Little Fella"
Consumer: TV - Medical Service Commercial

Finalist Certificate

Remicade "Bus Stop/Theatre/Restaurant"
Alimentary / Metabolism

Remicade "Hands"
Convention Booth

Remicade "Can/Knife/Teapot"
Prof: Exhibition/Convention

**Lifeblood; Victoria Australia
Finalist Certificate**

Zeldox
"Psychosis: Treating The Illness Or The Patient"
Prof: Direct Mail

**McCann Healthcare; Sydney Australia
Finalist Certificate**

Little Squirts "Orange Fish"
Complementary Medicine Products or Services

Medicus Sydney; Sydney Australia

Finalist Certificate
Solian "Stop"
Prof: Direct Mail

**Saatchi & Saatchi Healthcare; Sydney, NSW Australia
Finalist Certificate**

Winthrop "Old Soul"
Corporate Ads

**Seven Dimensions; Albert Park Australia
Finalist Certificate**

Australian Research Centre in Sex, Health and
Society - La Trobe University
"Chlamydia - The Secret is Out"
Consumer: Film/Video

**Sudler & Hennessey, Sydney; North Sydney Australia
Finalist Certificate**

Lutien Vision Advanced "Glasses"
Prof: Print Announcement

NeoRecormon "Graffiti"
Blood Agents

**Ursa Communications; Sydney, NSW Australia
Finalist Certificate**

Pfizer Australia - Smoking Cessation "Yes Master"
DTC: Integrated (Mixed Media) Campaign

Vision Australia "Dr. Suess"
DTC: Print Advertisement

**Ward 6; Sydney Australia
Global Award**

Testogel "Bike/Toupe/Trophy"
Hormones

Finalist Certificate
Testogel "Toupe"
Prof: Film/Video

Menevit "Swimmer"
Art Direction

Pariet "Pipes/Boiler/Drain"
Gastrointestinal

Austria**Drafftcb Kobza Werbeagentur Ges.m.b.H.;
Vienna Austria**

Global Award
Nicorette "X-Ray"
Guerrilla Advertising

Finalist Certificate

Ciba Vision "Lenses"
Consumer: Medical Product Advertisement

Condomi Vienna
"Portraits (Alessandro, Rudi, Camilo)"
Consumer: Medical Product Advertisement

Condomi Vienna "Sperms"
Computer-Generated Graphics

Condomi Vienna "Shopping Bag"
Package Design

**Lowe GGK Vienna; Vienna Austria
Finalist Certificate**

Aktion Mensch "Flat TV"
Consumer: Print Announcement

CS Hospiz Rennweg "Second Life"
Consumer: Film/Video

Belgium

Johnson & Johnson; Beerse Belgium Global Award

The Pharmaceutical R&D Process
"From Molecule to Medicine"
Consumer: Film/Video

Finalist Certificate

The Pharmaceutical R&D Process
"From Molecule to Medicine"
Prof: Film/Video

Canada

CPC Healthcare Communications; Toronto Canada Finalist Certificate

Concerta "Sam's Notebook"
Consumer: Brochure

john st.; Toronto Canada

Finalist Certificate

ATACAND "Everyday Weapon Detail Aid"
Prof: Detail / Sales Aid

China

McCann Healthcare China; Shanghai China Finalist Certificate

Shanghai Blood Center "Blood Storage, SOS!"
Consumer: Outdoor

Shanghai Blood Center "Save A Life"
Consumer: Print Announcement

Croatia

Tridvajaden Market Communication Ltd.; Zagreb Croatia

Finalist Certificate

Champix "Goodbye Ashtray"
DTC: Integrated (Mixed Media) Campaign

Denmark

Reputation; Copenhagen Denmark Global Award

Cipralext "Cipralext Depression"
Prof: Film/Video

England

Halesway; Andover, Hampshire England

Finalist Certificate

Baxter "Fit As Integrated Campaign"
Consumer: Integrated (Mixed Media) Campaign

Durext "Durexthibit"

Consumer: Internet Website/Internet Advertising

Jellyfish Pictures; London England

Finalist Certificate

BBC Science "Fight For Life"
Computer-Generated Graphics

Junction 11; London England

Finalist Certificate

Alateris "Knees"
Musculoskeletal

Pharmexxt "Mary"

Photography

Langland; Windsor, Berkshire England

Global Award

Nexavar "Stop and Smell the Stilton"
Prof: Direct Mail

Finalist Certificate

Crestor "Apple/Dartboard/Basketball"
Cardiovascular

McCann Erickson Communications House; Prestbury England

Finalist Certificate

Durext "Sandwich"
Consumer: Internet Website/Internet Advertising

Pan Advertising; London England

Finalist Certificate

Red Door "Little Riding Hood"
Illustration

Random42 Medical Animation; London England

Finalist Certificate

"Anaphylaxis"
Prof: Film/Video

Saatchi & Saatchi Healthcare; London England

Finalist Certificate

Symbicort (COPD) "Washing/Shopping/Ironing"
Respiratory

Torre Lazur McCann; London England

Global Award

Equasym
"Stickers: Architecture / Newspaper / Monkey"
Prof: Direct Mail

Finalist Certificate

Seretide COPD International "Achieve Together"
Computer-Generated Graphics

Yaz "Brandbook"

Prof: Brochure / Annual Report

Yaz "Brandbook"

Art Direction

France

Publicis Wellcare; Paris France

Finalist Certificate

Pepsamar "Real World"
Gastrointestinal

Targifor

"Building / Ship / Wall"

Complementary Medicine Products or Services

Germany**BBDO Germany GmbH; Duesseldorf Germany
Global Award**

Johnson & Johnson GmbH, "Flowerpots"
Consumer: Medical Product Advertisement

Johnson & Johnson GmbH "Flowerpots"
Guerrilla Advertising

Finalist Certificate

Aktionsbuendnis Nichtrauchen
"The Advertising Pillar Cigarette"
Consumer: Outdoor Announcement

Bayer Vital "No Waterballett"
Consumer: Outdoor

Christoffel Blindenmission
Guerrilla Advertising

Johnson & Johnson/Regaine "Get Your Hair Back"
Consumer: Medical Product Advertisement

Johnson & Johnson/Regaine "Get Your Hair Back"
DTC: Print Advertisement

Zeolith Zentrum Deutschland (ZZDE) "Shit Happens"
Consumer: Medical Product Advertisement

**Cayenne Werbeagentur GmbH; Duesseldorf Germany
Finalist Certificate**

Condomi Healthcare International
"Deadly Rhododendron"
Guerrilla Advertising

Delta Pronatura Blistex "Rough Car Park Ticket"
Guerrilla Advertising

**Euro RSCG Duesseldorf; Duesseldorf Germany
Finalist Certificate**

Thomapyrin (headache medicine) "Paradox"
Consumer: Medical Product Advertisement

Thomapyrin (headache medicine) "Paradox"
Art Direction

Thomapyrin (headache medicine) "Paradox"
Copywriting

Heye, Group; Unterhaching Germany**Finalist Certificate**

Breast Cancer Precautionary Examination "Bra"
Consumer: TV Announcement

Compression Stockings "Male Statue"
Consumer: Outdoor

Jung von Matt AG; Hamburg Germany**Finalist Certificate**

KarstadtQuelle Insurance "Medical Signs"
Consumer: Medical Service Advertisement

Kempertrautmann GmbH; Hamburg Germany**Global Award**

Dextro Energy "Brain"
Illustration

Dextro Energy "Hotline"
Consumer: TV - Medical Product Commercial

Finalist Certificate

Dextro Energy "Popeye"
Consumer: Outdoor

Dextro Energy "Brain"
Consumer: Outdoor

KNSK Werbeagentur GmbH; Hamburg Germany**Global Award**

Johnson & Johnson Dolormin "No Pain"
Consumer: Medical Product Advertisement

Finalist Certificate

Evonik Industries AG "Pillowtalk"
Prof: TV Commercial

Johnson & Johnson Livocab "Pollen"
Consumer: Medical Product Advertisement

Johnson & Johnson Livocab "Pollen"
Consumer: Outdoor

Lüders BBDO; Cologne Germany**Finalist Certificate**

Enbrel "My Second Life"
Consumer: Brochure

**McCann Erickson Frankfurt GmbH;
Frankfurt Germany****Global Award**

Kunto Sangmo – Lebens- und Sterbepraxis "Dignity"
Consumer: TV Announcement

Finalist Certificate

AIDS-Hilfe Frankfurt "Exercise Book"
Consumer: Print Announcement

Kunto Sangmo - Lebens- und Sterbepraxis
"Dignity-Campaign (Bed, TV, Neon-Light)"
Consumer: Print Announcement

Ogilvy Frankfurt; Frankfurt Germany**Finalist Certificate**

ASW Action Group for World Solidarity (Aktionsge
meinschaft Solidarische Wel
"ASW Poster Campaign 'Women's Rights'"
Consumer: Outdoor Announcement

ASW Action Group for World Solidarity (Aktionsge
meinschaft Solidarische Wel
"ASW Print Campaign 'Women's Rights'"
Consumer: Print Announcement

www.klicksafe.de "TVC 'Dead Child'"
Consumer: TV Announcement

Ohropax; Frankfurt am Main Germany**Finalist Certificate**

Ohropax "Nothing but Silence"
Prof: Brand Reminders

Rapp Collins Germany; Hamburg Germany**Finalist Certificate**

Hartmann Incontinence Management System
"Rumba – An Invitation to Dance"
Prof: Direct Mail

Scholz & Friends; Berlin Germany**Finalist Certificate**

Autan Active "Mosquito Door"
Consumer: Point of Purchase Display

Road Safety Initiative "Drunken Beetle"

Consumer: Outdoor Announcement

Scholz & Friends DialogGroup GmbH;**Hamburg Germany****Finalist Certificate**

Cancer Association of North Rhine Westphalia
"Breast Cancer Prevention Package"
Consumer: Direct Mail

Cancer Association of North Rhine Westphalia
"Breast Cancer Prevention Package"
Package Design

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

German Olympic Sports Federation
"The Fat Monuments"
Consumer: Print Announcement

Finalist Certificate

Doppelherz "Vital Eye Banner"
Consumer: Internet Website/Internet Advertising

Protex Denture Adhesive Cream (Extra Strong)
"The Nutcracker Campaign"
Art Direction

Serviceplan Gruppe GmbH & Co.KG;**München Germany****Finalist Certificate**

Charity "ProAging Packaging"
Package Design

Charity "ProAging Campaign"
Consumer: Integrated (Mixed Media) Campaign

Fromms Condoms "Dare to Touch"
Consumer: Internet Website/Internet Advertising

Young & Rubicam GmbH & Co. Kg;**Frankfurt Am Main Germany****Global Award**

Prevention of Skin Cancer "Beauty of Growth"
Consumer: TV Announcement

Finalist Certificate

Colgate Total Whitening (Whitening Toothpaste)
"Sparkling White Teeth"
Consumer: Outdoor

Colgate Sensation White "Only White"

DTC: Print Advertisement

Prevention of Skin Cancer "Skin Cancer Calendar"

Consumer: Brochure

Greece**MSCOMM; Tavros Greece****Finalist Certificate**

Abbott Hellas "A Game For Life"
Consumer: Integrated (Mixed Media) Campaign

India**McCann Healthcare, Mumbai; Mumbai India****Finalist Certificate**

Vision 2020
"Seeing Things / Eyes Examined / Short-sighted"
DTC: Print Advertisement

The Chest Centre "King / Queen / Jack"

Consumer: Print Announcement

Sebamed

"Reindeer Shadow / Rabbit Shadow /
Crocodile Shadow"

Consumer: Brand Reminders

Mudra Health & Lifestyle (a division of Mudra Communications Pvt. Ltd.); Mumbai India**Finalist Certificate**

Bristol-Myers Squibb India "36.2"
Consumer: Small Space Poster

RK Swamy BBDO; Mumbai India**Finalist Certificate**

Nootropil
"Brain Dyslexia / Brain Myoclonus / Brain Vertigo"
Central Nervous System

Nootropil "Question Mark"

Central Nervous System

Sorento Healthcare Communications; Mumbai India**Finalist Certificate**

Melalite 15 Cream "Nose"
Dermatological

Wockhardt Oncology "Early Smokers"

Consumer: Outdoor Announcement

www.friendsofvitiligo.com "Keyboard"

Consumer: Outdoor Announcement

Stark Communications Pvt. Ltd.;**Trivandrum, Kerala India****Finalist Certificate**

Kerala State AIDS Control Society
"Vaccine For AIDS"
Consumer: Print Announcement

Watermelon Healthcare Communications;**Mumbai India****Finalist Certificate**

Dr. Rohit Kulkarni's Dental Clinic "The Band"
Guerrilla Advertising

Power House Wellness Centre "Global Warming"

Consumer: Small Space Poster

Israel**Gitam BBDO Israel; Ramat Gan Israel****Finalist Certificate**

Israel Cancer Association
"Kiddie Cups"
Guerrilla

Italy

Sudler&Hennessey; Milano Italy
Finalist Certificate
 Asmanex "Trumpet"
 Respiratory

Japan

Dentsu Sudler & Hennessey Inc.; Tokyo Japan
Finalist Certificate
 Viagra "Better Sex Campaign"
 Genito-Urinary

Hakuhodo i-studio; Tokyo Japan
Finalist Certificate
 "Be Cautious of LDL Cholesterol!"
 Consumer: Website

McCann Healthcare Worldwide;
Minato-ku, Tokyo Japan
Finalist Certificate
 Japan Inc./Metropolis "World No Tobacco Day"
 Consumer: TV Announcement

Japan Inc./Metropolis "World No Tobacco Day"
 Consumer: Print Announcement

Piadina for World Cancer Day "World Cancer Day"
 Consumer: Small Space Poster

PharMa International Inc.; Tokyo Japan
Finalist Certificate
 Flomox "Little Mox"
 Consumer: Brochure

Mexico

BBDO México; México, D.F. Mexico
Finalist Certificate
 Bayer Alka Seltzer "Dream"
 Consumer: Medical Product Advertisement

Bayer Aspirin "Watch your Head Stickers"
 Guerilla Advertising

New Zealand

Insight NZ Ltd.; Auckland New Zealand
Finalist Certificate
 Herceptin "Early Breast Cancer Patient Kit"
 Consumer: Integrated (Mixed Media) Campaign

New Zealand Blood Service "Startafanclub Website"
 Consumer: Internet Website/Internet Advertising

Romania

Ogilvy One Bucharest; Bucharest Romania
Finalist Certificate
 Intellect Plus "Memory"
 Consumer: TV - Medical Product Commercial

Slovak Republic

Wiktor Leo Burnett; Bratislava Slovak Republic
Finalist Certificate
 Union Zdravotna Poistovna "Green Skipping Rope"
 DTC: Integrated (Mixed Media) Campaign

South Africa

Ogilvy Healthworld South Africa;
Johannesburg South Africa
Grand Global Award
 Augmentin SR & ES-600 "Escapology 2008"
 Grand Global:
 Communication to the Healthcare Professional

Spain

Global Healthcare; Barcelona Spain
Finalist Certificate
 Kern Pharma "Bones S.O.S. X-Ray"
 Prof: Direct Mail

Topionic "Iodine"
 Consumer: Integrated (Mixed Media) Campaign

Global Healthcare Madrid, S.L.; Madrid Spain
Finalist Certificate

Fundacion Tecnologia y Salud "Fenin"
 Corporate Ads

Ministerio de Sanidad y Consumo de España "Shadows"
 Corporate Ads

Grupo Publips; Valencia Spain
Finalist Certificate

Uresim "Piano Lesson"
 Dermatological

HC BCN; Barcelona Spain
Finalist Certificate

Rhinospray "Fear"
 Consumer: Medical Product Advertisement

Valeriana "Twitches"
 Consumer: Medical Product Advertisement

Innuo; Barcelona Spain
Finalist Certificate

Flora pro.activ "Clippings"
 Alimentary / Metabolism

Ogilvy Healthworld; Madrid Spain
Finalist Certificate

Yondelis (Pharmamar) "STS Life Project"
 Prof: Integrated (Mixed Media) Campaign

Publicis Life Brands; Madrid Spain
Finalist Certificate

Ministerio de Sanidad y Consumo "Lover"
 DTC: Television Advertisement

Sweden

Heart Reklambyrå; Stockholm Sweden
Finalist Certificate

Lomudal "The Pollen Threat"
 Consumer: Medical Product Advertisement

**Hilanders; Helsingborg Sweden
Finalist Certificate**

Clearblue "Pregnant?"
Medical Devices

Clearblue "Pregnant?"
Consumer: Outdoor

Switzerland**Spillmann/Felser/Leo Burnett AG; Zurich Switzerland
Global Award**

Helvepharm "Veteran Football Players"
Consumer: Integrated (Mixed Media) Campaign

The Netherlands**Robin Lutz AV Productions; Den-Haag
The Netherlands****Finalist Certificate**

Meavita Nederland "24 Hours Meavita Netherlands"
Prof: Film/Video

**STI Aids Netherlands; Amsterdam The Netherlands
Finalist Certificate**

STI AIDS Netherlands (Sexual Health Education)
"Played Out (Safe Sex Clip)"
Consumer: Film/Video

Turkey**Healthy People by Grey; Istanbul Turkey
Finalist Certificate**

Valtrex "Adam Said..."
DTC: Print Advertisement

Sensodyne "Electric Ice Cream"
Consumer: Medical Product Advertisement

**MagiClick Digital Solutions; Istanbul Turkey
Finalist Certificate**

GlaxoSmithKline Turkey
"DiyabetDunyasi.Com (World of Diabetes)"
Consumer: Website

United States**Abelson Taylor, Inc.; Chicago IL, United States
Finalist Certificate**

Amevive
"Amevive Direct Mail Campaign (waves 1-6)"
Prof: Direct Mail

Evista "Evista Interactive Visual Aid"
Prof: Computer Based (CD-ROM)

Mycamine "Mycamine Launch Sales Aid"
Prof: Detail / Sales Aid

Rozerem "Rozerem Website"
Consumer: Internet Website/Internet Advertising

**American Academy of Orthopaedic Surgeons;
Rosemont IL, United States****Finalist Certificate**

"AAOS 2008 Television Public Service
Announcement 'Grim'"
Consumer: TV Announcement

**ApotheCom - A Huntsworth Health Company;
Yardley PA, United States****Finalist Certificate**

"From Risk to Failure: Sleep Apnea and the
Failing Heart"
Cardiovascular

Area 23; New York NY, United States**Finalist Certificate**

Actemra "IL-6 BIOLOGICAL Booth"
Convention Booth

Actemra "IL-6 BIOLOGICAL"
Musculoskeletal

BBDO; New York NY, United States**Finalist Certificate**

Cypher Stent "Life Wide Open"
DTC: Integrated (Mixed Media) Campaign

**Blue Diesel; Westerville OH, United States
Finalist Certificate**

Ortho McNeil Neurologics
"Tablet PC Hardware Training"
Prof: Sales Force Education

**Blue Shield of California;
San Francisco CA, United States****Grand Global Award**

Blue Shield of California "Chat Box Microsite"
Grand Global:
Communication to the Consumer/Patient

Global Award

Blue Shield of California "Chat Box"
DTC: Integrated (Mixed Media) Campaign

**BVK; Westmont IL, United States
Finalist Certificate**

CytoCore, Inc. "Wave A Wand"
Medical Devices

**Cambridge BioMarketing;
Cambridge MA, United States****Finalist Certificate**

Acorda Therapeutics "Acorda 25-Foot Mailer"
Prof: Direct Mail

Alexion Pharmaceuticals "Exploding Red Blood Cell"
Photography

**CCG Metamedia Inc.; Lambertville NJ, United States
Global Award**

Aricept
"Janet and Herb Farr Patient Caregiver
Testimonial Video"
Prof: Internet Website/Internet Advertising

**The CementWorks; New York NY, United States
Finalist Certificate**

Gay Men's Health Crisis "GMHC 50+ Life. Long"
DTC: Print Advertisement

closerlook and Astellas and GlaxoSmithKline (GSK); Chicago IL, United States

Finalist Certificate

VESIcare “VESIcare Interactive Program”
Advergame

CommonHealth; Parsippany NJ, United States

Finalist Certificate

CommonHealth “Real.Overdue.”
Corporate Ads

Corbett; Chicago IL, United States

Finalist Certificate

Vigamox SE&E “Pink Eraser”
Anti-infective

Vigamox “Lion”
Anti-infective

Crowley Webb And Assoc.; Buffalo NY, United States

Finalist Certificate

Praxis “Have Patients Integrated Campaign”
Prof: Integrated (Mixed Media) Campaign

Digitas Health; Philadelphia PA, United States

Global Award

Arimidex “Celebration Chain”
Consumer: Internet Website/Internet Advertising

Finalist Certificate

Novo Nordisk
“NovoSeven eDetail - Expecting the Unexpected:
Managing Rare Bleeding Disorders in the Emergency
Department”
Prof: Detail / Sales Aid

Donahoe Purohit Miller, Inc.; Chicago IL, United States

Finalist Certificate

Increlex “Increlex Compliance Wall Calendar 2008”
Consumer: Brand Reminders

Novartis MS Program “Novartis MS Program”
Logo/Symbol Design

DraftFCB Healthcare; New York NY, United States

Global Award

Prolastin “Prolastin ‘Lung Preserver’ Concept Video”
Prof: Film/Video

Finalist Certificate

Centocor Psoriasis Awareness
“Live In My Head’ Psoriasis Educational Brochures”
Prof: Brochure

Prolastin “Prolastin Conventional Panel”
Prof: Brand Reminders

DRIVE Medical Consulting & Communications;

Indianapolis IN, United States

Finalist Certificate

Fibromyalgia CME
“Windows of Opportunity in Treating
Fibromyalgia Pain”
Prof: CME Accredited Program

Dudnyk; Horsham PA, United States

Finalist Certificate

Today Sponge Vaginal Contraceptive
“Enjoy Spontaneity, Confidence & Control”
Package Design

echo Torre Lazur; East Hanover NJ, United States

Finalist Certificate

HIV Patient Education
“Patient Brochure: ‘Making HIV Treatment
Work for You”
Consumer: Brochure

Euro RSCG Life LM&P; New York NY, United States

Finalist Certificate

Chantix “Physician/Patient Dialogue Tool”
Prof: Detail / Sales Aid

Chantix “Age Of”
Prof: Film/Video

Eveo Inc.; San Francisco CA, United States

Finalist Certificate

Avastin “Avastin Interactive Center”
Prof: Detail / Sales Aid

Group DCA; Parsippany NJ, United States

Finalist Certificate

Azilect “Maze Game”
Prof: Exhibition/Convention

Tapentadol “Pain Through the Ages”
Prof: Exhibition/Convention

GSW Worldwide; New York NY, United States

Finalist Certificate

Ethicon Devices “Sutures Concepts”
Medical Devices

Ethicon Devices - Dermabond “Dermabond Concepts”
Medical Devices

GSW Worldwide; Westerville OH, United States

Global Award

MGI Pharma “Woozy World”
Prof: Internet Website/Internet Advertising

Protopic “The (Slightly Confusing)
History Of Eczema”
Consumer: Brand Reminders

Finalist Certificate

Lilly Diabetes “Lilly Diabetes Fingerprint Ad”
Corporate Ads

Lilly “Lilly Corporate Ad Campaign”
Corporate Ads

Lilly Oncology “The Scoop”
Prof: Sales Force Education

MGI Pharma “No Fun For Anyone Campaign”
Prof: Integrated (Mixed Media) Campaign

Roche Laboratories “What 90 Days Means To Me”
Consumer: Brochure

**Hamilton Communications; Chicago IL, United States
Finalist Certificate**

Aralast AATmosphere
“Aralast AATmosphere Resource Program”
Prof: Integrated (Mixed Media) Campaign

**HC&B Healthcare Communications;
Austin TX, United States
Finalist Certificate**

HC&B Healthcare Communications
“HC&B ‘Healthcare Can Be’ Print
Campaign: Stunning/Dramatic/Fearless”
Corporate Ads

**HealthMedia, Inc.; Los Angeles CA, United States
Finalist Certificate**

“The Appointment”
Consumer: Film/Video

**ICC; Parsippany NJ, United States
Global Award**

Sanofi Pasteur Vaccine Portfolio
“Travelers Postcard Illustration Series”
Illustration

Finalist Certificate

Food Allergy Initiative “Food Allergy Awareness Ad”
Consumer: Print Announcement

**Ideas On Purpose; New York NY, United States
Finalist Certificate**

The Robert Wood Johnson Commission to Build a
Healthier America
“Commission to Build a Healthier America
Integrated Campaign”
Consumer: Integrated (Mixed Media) Campaign

**LifeBrands; New York NY, United States
Finalist Certificate**

Taxotere “Thank You”
Prof: Exhibition/Convention

**Lindsay, Stone & Briggs; Madison WI, United States
Finalist Certificate**

The Marshfield Clinic “Football :60 Brand TV”
DTC: Television Advertisement

**Livengood | Nowack; Portland OR, United States
Finalist Certificate**

Marquis Companies “Vital Life Book”
Consumer: Direct Mail

**Medicus NY; New York NY, United States
Finalist Certificate**

Oral-B Stages “Oral-B Children’s Atlas”
Prof: Detail / Sales Aid

Pulmicort Flexhaler
“Pulmicort Flexhaler Core Campaign”
Prof: Core Campaign

**The Navicor Group; Westerville OH, United States
Finalist Certificate**

Hepsera
“Hepsera ‘Dominate the Domino’ Vignettes”
Prof: Film/Video

Vidaza “Vidaza Patient Resource Kit”
Consumer: Brochure

**Northwestern Memorial; Chicago IL, United States
Finalist Certificate**

Prentice Women’s Hospital “A Grand Hopening”
DTC: Integrated (Mixed Media) Campaign

**Palio; Saratoga Springs NY, United States
Finalist Certificate**

Adheris “Bob/Alice/Phyllis”
Corporate Ads

Duac “Answer Irritation with Hydration”
Prof: Sales Force Education

Medical Missions for Children “Let the Healing Begin”
Consumer: Direct Mail

**Pivot Design, Inc.; Chicago IL, United States
Finalist Certificate**

Feinberg School of Medicine at
Northwestern University “Take Note Annual Report”
Prof: Brochure / Annual Report

Rehabilitation Institute of Chicago
“Letters Annual Report”
Prof: Brochure / Annual Report

**PS 260; New York NY, United States
Finalist Certificate**

Franklin Hospital “Cyber Knife / SuperD / 5 Minutes”
Consumer: TV - Medical Product Commercial

**Psyop; New York NY, United States
Finalist Certificate**

Smith&Nephew, Inc. “Powered By”
Consumer: TV - Medical Product Commercial

**RTC Relationship Marketing;
Washington DC, United States
Finalist Certificate**

Commit Lozenge “Cherry Campaign”
Consumer: Internet Website/Internet Advertising

**S&R Communications Group;
Durham NC, United States
Finalist Certificate**

Fleet Laboratories “Fleet Eneman Calendar”
Prof: Brand Reminders

Phospho-Soda EZ-Prep
“Fleet Phospho-soda EZ-Prep™ Sales Aid”
Prof: Detail / Sales Aid

**Saatchi & Saatchi Healthcare Advertising;
New York NY, United States
Finalist Certificate**

Boehringer Ingelheim “Unbranded Virology”
Anti-infective

USA

**Saatchi and Saatchi Healthcare Innovations;
Newtown PA, United States
Finalist Certificate**

Syvek "Syvek Sales Aid"
Prof: Detail / Sales Aid

**StoneArch Creative; Minneapolis MN United States
Finalist Certificate**

BlueCross BlueShield of Minnesota
"BlueCross Blue Shield do-groove.com website"
Consumer: Website

**Stonefly Communications Group;
Westerville OH, United States**

Finalist Certificate
Glucerna "Glucerna 'Proof Inside' Detail Aids"
Prof: Detail / Sales Aid

**Surge Worldwide Communications;
New York NY, United States**

Finalist Certificate
Surge Ad "What If You Could Buy Passion"
Corporate Ads

Comvax "Comvax A Jump Start"
Prof: Direct Mail

Pedvax Hib Jump Start
"Pedvax Hib Black And White Baby Campaign"
Prof: Direct Mail

**Williams-Labadie; Chicago IL, United States
Finalist Certificate**

deCODE genetics "deCODEme.com website"
Prof: Internet Website/Internet Advertising

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World's Best Work in Healthcare Communications