



# THE 2009 GLOBAL AWARDS WINNERS INDEX

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## CONGRATULATIONS TO THE 2009 GRAND GLOBAL WINNERS

DRAFTFCB HEALTHCARE;  
NEW YORK, NY USA

Centocor

*“Live In My Skin Video Campaign”*

Grand Global: Communication to the Healthcare Professional

MCCANN ERICKSON;  
NEW YORK, NY USA

Bristol-Myers Squibb

*“BMS Prevail Lynn Redgrave Web Film”*

Grand Global: Communication to the Consumer/Patient

## AUSTRALIA

**BBK Advertising; Sydney**  
**GLOBAL FINALIST WINNER**

Durotram XR  
"Reverse the Curse"  
Professional: Musculoskeletal

**DDB Remedy; Sydney**  
**GLOBAL AWARD WINNER**

cureforlife.com.au  
"Birthday Cards"  
Consumer: TV Announcement  
**GLOBAL FINALIST WINNER**

Consta  
"constant consta"  
Professional: Psychiatric/Mental Health  
**GLOBAL FINALIST WINNER**

Sydney Childrens' Hospital Foundation  
"Story Book"  
Consumer: TV Announcement

**Grey Healthcare Australia;**  
**North Sydney**  
**GLOBAL FINALIST WINNER**

Juvéderm  
"Allergan/Juvéderm/Integrated Campaign"  
Consumer: Integrated (Mixed Media)  
Campaign  
**GLOBAL FINALIST WINNER**  
www.wrinkles.com.au  
"Allergan/wrinkles.com.au"  
Consumer: TV Commercial - Medical Service

**Lavender\*; Sydney**  
**GLOBAL AWARD WINNER**

Roche Pharmaceuticals - Xeloda  
"Live Like You Always Have"  
Professional: Direct Mail

**McCann Healthcare; Sydney**  
**GLOBAL FINALIST WINNER**

Viagra  
"Viagra - Things we do for love"  
Consumer: Integrated (Mixed Media)  
Campaign

**Orchard Marketing; Sydney**  
**GLOBAL FINALIST WINNER**

Lipitor  
"Spotlight on cholesterol"  
Consumer: Website / Banner / Advergame

**Publicis Life Brands; McMahons Point**  
**GLOBAL FINALIST WINNER**

Fosamax Plus  
"The Girl Inside"  
Professional: Musculoskeletal  
**GLOBAL FINALIST WINNER**  
Karvea  
"Staying...staying"  
Professional: Direct Mail

**Saatchi & Saatchi Healthcare; Sydney**  
**GLOBAL FINALIST WINNER**

Seroquel  
"Commute"  
Professional: Psychiatric/Mental Health  
**GLOBAL FINALIST WINNER**  
Seroquel  
"Commute/Joggers/Walkers"  
Professional: Psychiatric/Mental Health  
**GLOBAL FINALIST WINNER**

Seroquel  
"Joggers"  
Professional: Psychiatric/Mental Health

**Sudler & Hennessey; North Sydney**  
**GLOBAL FINALIST WINNER**

Blackmores Kids Vitamins  
"Blackmores Kids"  
Professional: Complementary Medicine  
Products or Services

**Ursa; Sydney**  
**GLOBAL FINALIST WINNER**

Champix  
"Yes Master"  
Consumer: Television Advertising  
**GLOBAL FINALIST WINNER**  
Vision Australia  
"Knife/Hammer/Sewing"  
Consumer: Film / Video

**Ward 6; Sydney**  
**GLOBAL AWARD WINNER**

AstraZeneca Urology  
"Not PC"  
Professional: Gastrointestinal  
**GLOBAL AWARD WINNER**  
Neocate  
"Newspaper"  
Professional: Complementary Medicine  
Products or Services  
**GLOBAL FINALIST WINNER**

Neocate  
"Cow"  
Professional: Complementary Medicine  
Products or Services  
**GLOBAL FINALIST WINNER**

Zaditen  
"Grenades"  
Professional: Sensory Organs

**WellmarkPerspexa; Melbourne**  
**GLOBAL FINALIST WINNER**

Bristol-Myers Squibb, ORENCIA  
"ORENCIA Postcard Campaign"  
Professional: Musculoskeletal

## AUSTRIA

**Lowe GKG Werbeagentur GmbH;**  
**Vienna**

**GLOBAL FINALIST WINNER**  
CS Hospiz Rennweg\_Alzheimer's Disease  
"Memory Page"  
Professional: Psychiatric/Mental Health  
**GLOBAL FINALIST WINNER**  
CS Hospiz Rennweg\_Euthanasia  
"God"  
Consumer: TV Announcement

## CANADA

**Allard Johnson Communications;**  
**Montreal**

**GLOBAL AWARD WINNER**  
Parkinson Society - Quebec Region  
"Bobble Head"  
Consumer: TV Announcement

**Anderson DDB Health & Lifestyle;**  
**Toronto**

**GLOBAL FINALIST WINNER**  
Deputy Orthopedics Inc.  
"Never Stop Moving"  
Consumer: Television Advertising

**bMod Communications; Montreal**  
**GLOBAL AWARD WINNER**

Celsentri  
"Tattoo Playing Cards"  
Consumer: Guerilla  
**GLOBAL FINALIST WINNER**  
Kogenate  
"Joint Damage Booklet"  
Consumer: Brochure  
**GLOBAL FINALIST WINNER**  
Viagra  
"Viagra 4-Play Trivia Game"  
Professional: Sales Training

**john st. advertising; Toronto**  
**GLOBAL FINALIST WINNER**

At My Best

"Soccer Field"

Consumer: Print Announcement

**GLOBAL FINALIST WINNER**

Atacand

"Calendar"

Professional: Brand Reminders

**GLOBAL FINALIST WINNER**

Symbicort

"Old Technology"

Professional: Detail / Sales Aid/ E-Detailing

**DENMARK**

**Attention Film ApS; Copenhagen**

**GLOBAL FINALIST WINNER**

Novo Nordisk

"World Diabetes Day – Freeze"

Consumer: Film / Video

**DDB Health; Copenhagen**

**GLOBAL AWARD WINNER**

Biatain

"Biatain - Cut here"

Professional: Direct Mail

**Recommended; Aarhus C**

**GLOBAL FINALIST WINNER**

Fyssen

"Joint problems"

Professional: Guerilla Advertising

**REPUTATION; Copenhagen**

**GLOBAL AWARD WINNER**

Cipralex

"Treat the Core"

Professional: Film/Video (Scientific Films)

**ENGLAND**

**Langland/UK; Windsor, Berkshire**

**GLOBAL AWARD WINNER**

Kid K

"Kid K"

Consumer: Integrated (Mixed Media)

Campaign

**GLOBAL AWARD WINNER**

Real Danger

"Rat"

Consumer: Film / Video

**GLOBAL AWARD WINNER**

Real Danger

"Rat"

Special Effects

**GLOBAL FINALIST WINNER**

Anaphylaxis Awareness ALK-Abello

"Gorilla"

Professional: Complementary Medicine

Products or Services

**GLOBAL FINALIST WINNER**

Real Danger

"Rat"

Direction

**GLOBAL FINALIST WINNER**

Real Danger

"Real Danger"

Consumer: Integrated (Mixed Media)

Campaign

**Ogilvy Healthworld Advertising;**  
**London**

**GLOBAL AWARD WINNER**

Stryker Orthopaedics

"Thinking in different directions"

Professional: Film/Video (Scientific Films)

**Pan Advertising; London**

**GLOBAL FINALIST WINNER**

Movelat

"Cogs - Push/Pull"

Professional: Detail / Sales Aid/ E-Detailing

**GLOBAL FINALIST WINNER**

Zineryt

"Brick"

Professional: Sales Training

**Random42 Medical Animation; London**

**GLOBAL AWARD WINNER**

Amgen Oncology

"Pioneering New Frontiers in Tumor

Angiogenesis"

Professional: Website / Banner / Advergame

**GLOBAL AWARD WINNER**

Becel Pro-Activ

"Plant Sterol Mechanism of Action"

Animation Computer

**Saatchi & Saatchi Healthcare; London**

**GLOBAL FINALIST WINNER**

Next Generation FlexPen

"Thumbs Up"

Professional: Sales Training

**Torre Lazur McCann; London**

**GLOBAL AWARD WINNER**

Yasmin

"Patient Symptom Cards (Symptoms)"

Illustration

**GLOBAL FINALIST WINNER**

Equasym

"Superhero Mailer 1"

Professional: Direct Mail

**GLOBAL FINALIST WINNER**

Seritide Asthma International

"Wife Carrying"

Professional: Core Campaign (international package)

**GLOBAL FINALIST WINNER**

Testogel

"Cowboy Mailer"

Professional: Direct Mail

**GERMANY**

**Angela Liedler GmbH; Koeln**

**GLOBAL FINALIST WINNER**

Norgine: Movicol Junior

"Everyone Has to Sometime ..."

Consumer: Small Space Poster

**CDM Munich**

**GLOBAL AWARD WINNER**

Voltaren, Body Pain Gel

"Barrier"

Professional: Ambient

**GLOBAL FINALIST WINNER**

Nicotinell, Nicotine Replacement Therapy

"Car Cigarette"

Professional: Ambient

**Heye & Partner GmbH**

**GLOBAL FINALIST WINNER**

Early Breast Cancer Diagnosis

"Lace"

Consumer: Medical Service Advertising

**Isgro Gesundheitskommunikation**  
**(Agency for healthcare communication);**

**Mannheim**

**GLOBAL FINALIST WINNER**

Orthomol Audio

"Orthomol Audio Launch"

Professional: Integrated Campaign

**KNSK Werbeagentur GmbH; Hamburg**

**GLOBAL AWARD WINNER**

Johnson & Johnson GmbH

"For Pain You Can Barely Describe"

Consumer: TV Commercial - Medical Product

**GLOBAL AWARD WINNER**

Johnson & Johnson GmbH Dolormin  
*"For Pain You Can Barely Describe"*  
 Consumer: Medical Product Advertising

**GLOBAL FINALIST WINNER**

Johnson & Johnson GmbH  
*"For Pain You Can Barely Describe"*  
 Sound Design

**GLOBAL FINALIST WINNER**

Johnson & Johnson GmbH  
*"No Pain"*

Consumer: Medical Product Advertising

**GLOBAL FINALIST WINNER**

Johnson & Johnson GmbH Dolormin  
*"For Pain You Can Barely Describe"*  
 Consumer: Outdoor (poster, billboard, transit)

**McCann Erickson Frankfurt****GLOBAL FINALIST WINNER**

Aidshilfe Frankfurt e.V.  
*"3 Letters"*  
 Animation Computer

**INDIA****Aakanksha Healthcare; Mumbai****GLOBAL FINALIST WINNER**

Aztor  
*"Aztor Stamps Campaign"*  
 Professional: Direct Mail

**GLOBAL FINALIST WINNER**

huf puf kit  
*"huf puf launch"*  
 Professional: Computer Based CD-Rom

**Aakanksha Healthcare | Aakanksha Films | Square India; Mumbai****GLOBAL FINALIST WINNER**

Hepatitis Awareness Film  
*"It is Hepatitis"*  
 Consumer: Film / Video

**McCann Healthcare, Mumbai; Mumbai****GLOBAL FINALIST WINNER**

Sarvodaya Hospital  
*"Protection Balloons"*  
 Consumer: Guerilla

**GLOBAL FINALIST WINNER**

Sebamed  
*"Cotton"*  
 Consumer: Medical Product Advertising

**OgilvyOne Worldwide; Mumbai****GLOBAL AWARD WINNER**

Flexisjoints  
*"Spine / Elbow"*  
 Professional: Musculoskeletal  
**GLOBAL FINALIST WINNER**  
 SCARF (Schizophrenia Research Foundation)  
 India  
*"Spy"*  
 Consumer: Small Space Poster

**Point Blank Advertising Pvt. Ltd.; Mumbai****GLOBAL AWARD WINNER**

Risperdal Consta  
*"Detached Life: Reading / Food / Television"*  
 Professional: Psychiatric/Mental Health

**GLOBAL FINALIST WINNER**

Risperdal Consta  
*"Hangman's Noose"*  
 Professional: Psychiatric/Mental Health

**GLOBAL FINALIST WINNER**

Stugeron  
*"Tied Home Interior"*  
 Professional: Central Nervous System

**R K SWAMY BBDO; Mumbai****GLOBAL FINALIST WINNER**

Careprost  
*"Taj Mahal"*  
 Professional: Sensory Organs

**IRELAND****McCannErickson Dublin; Dublin****GLOBAL FINALIST WINNER**

NCSS - National Cancer Screening Service  
*"Change"*  
 Consumer: Television Advertising

**ISRAEL****Euro RSCG Israel; Tel Aviv****GLOBAL FINALIST WINNER**

Linshom NPO  
*"To Breathe Freely In Israel"*  
 Professional: Integrated (Mixed Media)  
 Campaign

**ITALY****Sentrix Global Health Communication Europe; Milan****GLOBAL AWARD WINNER**

Nycomed  
*"BTCP Buzzsaw Spine"*  
 Professional: Cytostatic (including oncology)

**GLOBAL FINALIST WINNER**

Nycomed  
*"BTCP Thorn Spine"*  
 Professional: Cytostatic (including oncology)

**Sudler & Hennessey International; Milano****GLOBAL FINALIST WINNER**

Drug  
*"Lightbulbs"*  
 Consumer: Film / Video

**JAPAN****McCann Healthcare Worldwide Japan; Tokyo****GLOBAL AWARD WINNER**

Triquilar  
*"OC for me!"*  
 Consumer: Integrated (Mixed Media) Campaign

**KOREA****Creativia; Seoul****GLOBAL AWARD WINNER**

Korea Heart Federation  
*"Listen"*  
 Consumer: Integrated (Mixed Media)  
 Campaign

**SINGAPORE****Epigram; Singapore****GLOBAL FINALIST WINNER**

Singapore Health Services  
*"The Patient, The Whole Patient, and Nothing But The Patient"*  
 Professional: Brochures / Annual Reports

**McCann Healthcare Worldwide; Singapore****GLOBAL AWARD WINNER**

Mount Pleasant Animal Hospital  
*"Pet Acupuncture"*  
 Consumer: Brochure

**SLOVAK REPUBLIC****Vaculik Advertising; Bratislava****GLOBAL FINALIST WINNER**

ProCare  
*"We'll Heal the City"*  
 Consumer: Outdoor (poster, billboard, transit)

**SOUTH AFRICA****Fine Healthcare Strategic Marketing Services; Johannesburg****GLOBAL FINALIST WINNER**

Discovery Health  
*"Discovery One"*  
 Professional: Integrated Campaign

## SPAIN

**CDM SPAIN Barcelona**

**GLOBAL FINALIST WINNER**

LUNDBECK

“MAKING SOMEBODY CRY IS EASY”

Consumer: Film / Video

**Global Healthcare; Barcelona**

**GLOBAL FINALIST WINNER**

Junifen

“Painting”

Professional: Direct Mail

**INNUO; Barcelona**

**GLOBAL FINALIST WINNER**

Axiago

“Smile!”

Professional: Gastrointestinal

**Ogilvy Healthworld; Madrid**

**GLOBAL AWARD WINNER**

Champix (Pfizer)

“This Christmas fight for your New Year's Resolutions!”

Consumer: Website / Banner / Advergame

**GLOBAL AWARD WINNER**

Ogilvy Healthworld Europe

“For The World of Today”

Art Direction

## SWEDEN

**Animech; Uppsala**

**GLOBAL AWARD WINNER**

Biovitrum

“The Game on the Inside”

Humor

**GLOBAL FINALIST WINNER**

Beckman Coulter

“Avalanche”

Professional: Computer Based CD-Rom

**Heart Communication; Stockholm**

**GLOBAL FINALIST WINNER**

Betaferon

“Diaries”

Professional: Direct Mail

## TURKEY

**MagiClick Digital Solutions; Istanbul**

**GLOBAL AWARD WINNER**

GlaxoSmithKline Turkey

“Rotavirus Microsite”

Consumer: Websites

## UNITED ARAB EMIRATES

**Grey Dubai**

**GLOBAL AWARD WINNER**

Breathe Right Nasal Strips

“Sexy”

Consumer: Radio Advertising

## USA

**AbelsonTaylor, Inc.; Chicago, IL**

**GLOBAL AWARD WINNER**

Evamist

“Evamist Direct Mail Campaign”

Professional: Direct Mail

**GLOBAL FINALIST WINNER**

Amgen Oncology

“Breakaway From Cancer Integrated Campaign”

Consumer: Integrated (Mixed Media)

Campaign

**GLOBAL FINALIST WINNER**

MYCAMINE

“MYCAMINE Campaign”

Professional: Convention Booths

**GLOBAL FINALIST WINNER**

Vein Clinics of America

“If These Legs Could Talk, Integrated Campaign”

Consumer: Integrated (Mixed Media)

Campaign

**Adair Greene McCann; Atlanta, GA**

**GLOBAL FINALIST WINNER**

Sarna

“Relief Runs In The Family”

Consumer: TV Commercial - Medical Product

**All Children's Hospital; St. Petersburg, FL**

**GLOBAL AWARD WINNER**

Body ToonUps with Dr. Pete E. Atric

“Body ToonUps with Dr. Pete E. Atric”

Consumer: Film / Video

**Area 23; New York, NY**

**GLOBAL FINALIST WINNER**

Actemra

“RA Educational Tool Brochure”

Professional: Brochure

**Blue Shield of California;**

**San Francisco, CA**

**GLOBAL AWARD WINNER**

Blue Shield of California

“California Uncovered”

Consumer: Guerilla

**Carbon, part of CommonHealth;**

**Parsippany, NJ**

**GLOBAL FINALIST WINNER**

DORIBAX®

“Global Marketing Excellence Kit”

Professional: New Product Launch

**GLOBAL FINALIST WINNER**

LEVAQUIN®

“LEVAQUIN® Outsmarted Journal Ad”

Professional: Core Campaign (international package)

**Cline Davis Mann Princeton;**

**Princeton, NJ**

**GLOBAL FINALIST WINNER**

Risperdal Consta

“Consta”

Professional: Psychiatric/Mental Health

**closerlook and Astellas Pharma US, Inc.;**

**Chicago, IL**

**GLOBAL FINALIST WINNER**

VESIcare

“VESIcare Sample Box Video”

Professional: Sales Training

**Corbett; Chicago, IL**

**GLOBAL FINALIST WINNER**

Actonel

“Actonel Campaign”

Professional: Musculoskeletal

**Crowley Webb And Associates;**

**Buffalo, NY**

**GLOBAL FINALIST WINNER**

Praxis

“Business-to-Business Poster Campaign”

Professional: Direct Mail

**DeVito/Verdi; New York, NY**

**GLOBAL AWARD WINNER**

Mount Sinai Medical Center

“Father Son Bond”

Consumer: Print Advertising

**GLOBAL FINALIST WINNER**

Massachusetts General Hospital

“Comeback”

Consumer: Print Advertising

**GLOBAL FINALIST WINNER**

Massachusetts General Hospital

“Last Words”

Consumer: Print Advertising

**GLOBAL FINALIST WINNER**

Sinai Medical Center  
 “Dr. Samadi”  
 Consumer: Print Advertising

**Digitas Health; Philadelphia, PA  
GLOBAL FINALIST WINNER**

CRESTOR  
 “CRESTOR Building Consumer TV Campaign”  
 Consumer: TV Commercial - Medical Product

**GLOBAL FINALIST WINNER**

Seroquel  
 “FacingBipolar.com”  
 Consumer: Website / Banner / Advergame

**DraftFCB Healthcare; New York, NY  
GRAND GLOBAL AWARD WINNER**

Centocor  
 “Live In My Skin Video Campaign”  
 Grand Global: Communication to the  
 Healthcare Professional

**GLOBAL FINALIST WINNER**

Alpha-1 Foundation  
 “Alpha-1”  
 Professional: Integrated (Mixed Media)  
 Campaign

**GLOBAL FINALIST WINNER**

DRAFTFCB Healthcare  
 “Meet DRAFTFCB Videos”  
 Humor

**GLOBAL FINALIST WINNER**

FLOMAX  
 “Flomax ,’Pilobolus’ Campaign”  
 Professional: Integrated Campaign

**Evero, Inc.; San Francisco, CA  
GLOBAL AWARD WINNER**

Herceptin  
 “Herceptin: 10 Year Anniversary”  
 Professional: Sales Force Education

**GLOBAL FINALIST WINNER**

Neulasta  
 “Neulasta Video Reprint”  
 Professional: Film/Video (Scientific Films)

**GLOBAL FINALIST WINNER**

Provigil  
 “Understanding Obstructive Sleep Apnea”  
 Professional: Film/Video (Scientific Films)

**Ferguson, part of CommonHealth;  
Parsippany, NJ****GLOBAL FINALIST WINNER**

Zyrtec  
 “Air Center”  
 Professional: Direct Mail

**Giant Creative Strategy;  
San Francisco, CA****GLOBAL AWARD WINNER**

Neutrogena T/Gel Shampoo  
 “Neutrogena Scalp Solutions Center”  
 Consumer: Website / Banner / Advergame

**GLOBAL FINALIST WINNER**

Ranexa  
 “Ranexa ACC Booth”  
 Professional: Convention Booths

**Goble & Associates; Chicago, IL****GLOBAL FINALIST WINNER**

PreNexa Prenatal Vitamins  
 “PreNexa Campaign”  
 Professional: Integrated Campaign

**Group DCA; Parsippany, NJ  
GLOBAL FINALIST WINNER**

Boehringer Ingelheim Pharmaceuticals  
 “Flomax ” “Meet Max” ” Viral Animation”  
 Consumer: Computer Based CD-ROM

**GSW Worldwide; Westerville, OH****GLOBAL AWARD WINNER**

Covidien  
 “Dosing Matters”

Professional: Medical Devices

**GLOBAL AWARD WINNER**

Covidien  
 “Dosing Matters”

Professional: Print Announcement

**GLOBAL FINALIST WINNER**

Eli Lilly and Company  
 “Zyprexa 2009 Campaign Photography”  
 Photography

**GLOBAL FINALIST WINNER**

Tussicaps  
 “Cap The Cough”  
 Professional: Medical Devices

**Hamilton Communications Group;  
Chicago, IL****GLOBAL FINALIST WINNER**

RPM  
 “Road to Pro Moves”  
 Consumer: Brochure

**ICC; Parsippany, NJ****GLOBAL FINALIST WINNER**

EVRA  
 “ORTHO EVRA Tablet Detail Aid”  
 Professional: Detail / Sales Aid/ E-Detailing

**GLOBAL FINALIST WINNER**

www.foodallergyinitiative.org  
 “Lobster Ad”  
 Professional: Print Announcement

**Jackknife Films; New York, NY****GLOBAL FINALIST WINNER**

Children  
 “4th Dimension”  
 Professional: Film/Video (Scientific Films)

**GLOBAL FINALIST WINNER**

Tekturna  
 “The Quest for DRI”  
 Special Effects

**Masterson Creative; San Diego, CA  
GLOBAL FINALIST WINNER**

SinuCleanse®  
 “PharmAlerts”  
 Professional: Over-The-Counter Products

**McCann Erickson; New York, NY  
GRAND GLOBAL AWARD WINNER**

Bristol-Myers Squibb  
 “BMS Prevail Lynn Redgrave Web Film”  
 Grand Global: Communication to the  
 Consumer/Patient

**Medicus Life Brands & iMed Studios;  
New York, NY****GLOBAL FINALIST WINNER**

Disease State  
 “Disease State Educational Gaming (Wii)”  
 Professional: Advergame

**Pacific Communications;  
Costa Mesa, CA****GLOBAL FINALIST WINNER**

COMBIGAN(R)  
 “COMBIGAN(R): The Power to Devour”  
 Professional: Sales Training

**Palio; Saratoga Springs, NY  
GLOBAL AWARD WINNER**

GRACE  
 “GRACE”  
 Consumer: Small Space Poster

**Planned Parenthood Golden Gate;  
San Francisco, CA**

**GLOBAL FINALIST WINNER**

Planned Parenthood Golden Gate  
"A Contemporary Caveman/A Grey Matter/  
The Vagina Dialogues"  
Consumer: Computer Based CD-ROM

**Purohit Navigation; Chicago, IL**  
**GLOBAL FINALIST WINNER**

DPM Corporate  
"DPM Holiday Card 2008"  
Professional: Direct Mail  
**GLOBAL FINALIST WINNER**  
Promius Pharma  
"Promius Pharma Website"

Professional: Website / Banner / Advergame  
**GLOBAL FINALIST WINNER**

Purohit Navigation Corporate  
"Purohit Navigation Logo"  
Logo/Symbol Design

**R/GA; New York, NY**  
**GLOBAL AWARD WINNER**

ACUVUE®  
"ACUVUE®"  
Consumer: Integrated (Mixed Media)  
Campaign  
**GLOBAL FINALIST WINNER**

Lactaid  
"Lactaid Website"

Consumer: Websites  
**GLOBAL FINALIST WINNER**

ZYRTEC  
"ZYRTEC"  
Web Ad Design

**Rosetta Marketing; Hamilton, NJ**  
**GLOBAL FINALIST WINNER**

Juvederm Ultra  
"Juvederm Ultra Website"  
Consumer: Website / Banner / Advergame

**Saatchi & Saatchi Healthcare  
Advertising; New York, NY**  
**GLOBAL FINALIST WINNER**

AstraZeneca Seroquel XR  
"Seroquel XR APA"  
Professional: Convention Booths  
**GLOBAL FINALIST WINNER**  
AstraZeneca Seroquel XR

"Seroquel XR APA Interactive"  
Professional: Convention Booths  
**GLOBAL FINALIST WINNER**  
sanofi-aventis Eligard  
"Eligard Convention Panels"  
Professional: Convention Booths

**Saatchi and Saatchi Healthcare  
Innovations; Newtown, PA**  
**GLOBAL FINALIST WINNER**

Sanofi Pasteur  
"Sanofi Pasteur Corporate Ad"  
Professional: Corporate Identity

**Siegel+Gale; Los Angeles, CA**  
**GLOBAL FINALIST WINNER**

Children's Hospital Los Angeles  
"HOPE Portal"  
Illustration  
**GLOBAL FINALIST WINNER**  
Children's Hospital Los Angeles  
"HOPE Portal"  
Consumer: Website / Banner / Advergame

**Stonefly Communications Group;  
Westerville, OH**  
**GLOBAL FINALIST WINNER**

Suplena® & Nepro®  
"Fast Food - Patient Education Brochure  
Campaign"  
Consumer: Brochure

**Synapse Medical Communications, LLC;  
New York, NY**  
**GLOBAL AWARD WINNER**

Diabetes Portfolio  
"Virtual Patient Diabetes Education Program"  
Consumer: Computer Based CD-ROM

**The CementBloc; New York, NY**  
**GLOBAL FINALIST WINNER**

Cimzia  
"Cimzia Patient Profiles Sales Aid"  
Professional: Detail / Sales Aid/ E-Detailing

**Torre Lazur McCann; Parsippany, NJ**  
**GLOBAL FINALIST WINNER**

OneGift  
"OneGift Campaign"  
Professional: Integrated (Mixed Media)  
Campaign

**Wishbone/ITP, Inc.; New York, NY**  
**GLOBAL FINALIST WINNER**

Wolters Kluwer  
"Listening"  
Professional: Administrative / Management

**Wolfmotell; Minneapolis, MN**  
**GLOBAL FINALIST WINNER**

St. Jude Medical Angio-Seal Vascular  
Closure Device  
"St. Jude Medical Integrated Branding for  
Angio-Seal Vascular Closure Device Product  
Launch"  
Professional: New Product Launch