

Best Agency Self-Promotion Advertising/Campaign

The Award

Rewarding excellence in strategic thinking and creative execution of a self-promotion advertisement or campaign by a healthcare advertising agency.

The Finalists

- AgencyRx—People for the Ethical Treatment of Ideas (PETI)
- Cambridge BioMarketing—Individual Print Advertisements
- Dudnyk—Bold Brand Solutions
- IOMEDIA—“See the Bigger Picture” Campaign
- StoneArch Creative—Leave a Mark

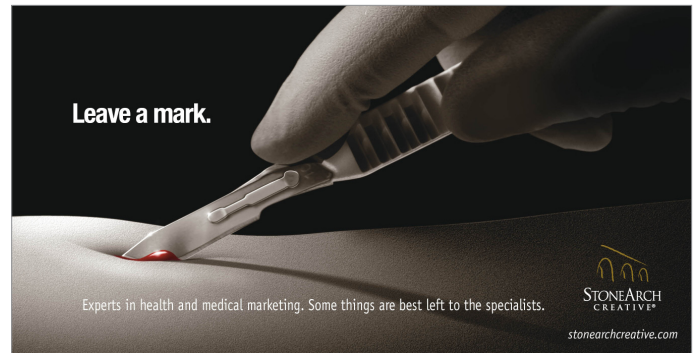
GOLD AWARD

StoneArch Creative

Leave a Mark

StoneArch Creative explained that it ignored self-promotion for many years due to a “skewed belief” that it should concentrate solely on clients. After deciding to turn the spotlight on itself, the agency created a truly outstanding campaign that impressed judges and audiences alike. One judge called it “far and away a winner,” adding that she felt it left other self-promotion ads “in the dust.”

Arresting visuals, including a scalpel and a needle just piecing the skin, are paired with the clever headlines, such as “Leave a mark” and “Get under their skin.” Gorgeous black and white images are offset by very sparing use of vibrant color—bright red blood in the scalpel ad and violet



liquid in the syringe ad.

“We took common, often overused phrases and twisted them into benefits for our audience to make a lasting impression,” the agency noted.

“The copy is clever—a fun twist on our industry, and the art direction is stellar,” noted one judge. Another praised the “beautiful” and “compelling” ads for creating interest.

“The clinical feel stands out in abstract images of agency self-promotion,” said one judge. “Excellent work.”

The agency said it wanted to

communicate capabilities and expertise without using the words such as “full-service” and “integrated” that are typically used to describe a range of services. It also wanted to design a “memorable piece” that demonstrates its design and core creative capabilities.

The agency said the number of leads per week has increased from three to six since the ads launched. The sales team reported that people now recognize StoneArch Creative as “the healthcare agency with the needle/scalpel ads.”

SILVER AWARD

AgencyRx

People for the Ethical Treatment of Ideas (PETI)



The ad features a bloody computer mouse with the headline: “If you knew what was going on at AgencyRx, it would make your stomach churn.” One judge praised its “breakthrough creative.” Another admired the agency for “breaking lots of rules.” The campaign was “sponsored by” PETI who opposes the agency for being too hard on bad ideas. The agency said it wanted to “establish credibility as both a creative and audacious agency by mounting a humorous and mocking self-awareness campaign against ourselves.”