

**100  
AGENCIES**



**AT THE HELM**  
Mark Perlotto,  
president and CEO

**PERFORMANCE**  
\$1-million to \$2-million  
range for past two  
years, 11% growth  
from year to year

**HIGHLIGHTS**  
Expanded work for  
McKesson's Paragon  
Hospital Information  
System

Handles One Content, a  
portal for cloud-stored  
hospital documents  
and supply chain  
services

Developed an iPad  
sales tool application

**CHALLENGES**  
Pairing core capa-  
bilities of strategy,  
account service and  
creative thinking with  
outside contracting for  
specialized digital work

For contact details, ser-  
vice offerings and client  
roster, see Agency A to Z,  
beginning on page 183

**“ SMART MARKETERS  
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—MARK PERLOTTO

## EXCITANT HEALTHCARE ADVERTISING

Focusing on a balanced marketing mix



When Excitant Healthcare Advertising president and CEO Mark Perlotto describes his company as “a fairly small agency but one with a great track record,” he’s not just batting the balmy Georgia breezes. The Woodstock, GA–based agency’s expertise paid off in 2014 with a slew of accolades for its creative work along with expanded business from clients including McKesson and Zoetis. As it moved into its fifth year of operation, Excitant witnessed revenue growth of 11% in 2014, Perlotto notes.

It did so by placing the focus on a balanced marketing mix with due consideration for traditional bread-and-butter marketing forms rather than by overpreaching the digital gospel. “Our job as an agency is to understand audiences and where they are spending their time. Otherwise, you are losing a big portion of your audiences,” Perlotto explains. “Smart marketers right now are seeing that not everyone wants to get messages through a smartphone or tablet. In 95% of cases, it’s not all digital.”

Witness the agency’s expanded work for McKesson’s Paragon Hospital Information System, in which a mix of mailing tactics was deployed for an audience identified with diverse preferences for media consumption. Building on a customer-testimonial initiative launched to promote an IT asset in 2011, Excitant developed Paragon Perspectives, a direct outreach campaign aimed at key influencers at 320 hospitals using competitors’ systems. Alter-

nating e-blasts and postal direct mail were sent in eight waves to four constituent groups.

“We took established assets from the pure customer-testimonial campaign and cost-effectively repurposed them to a targeted campaign customized to each discipline,” Perlotto says.

As part of its recently added McKesson product assignments, Excitant is handling One Content, a portal for cloud-stored hospital documents and supply chain services. The agency also took on expanded work from animal-health firm Zoetis, snaring the Witness line of veterinary point-of-care tests. For Zoetis’s reference diagnostics group, Excitant will help launch Serelisa ParaTB (for detecting cattle infections) and ViraCHEK FIV (for feline immunodeficiency virus).

For SYNERA pain-reduction patches (which Excitant launched for Galen US in 2013), patient-education supplements for parents, journal advertising and trade show materials were bolstered last year via the development of a new website and the design of a “SYNERA bear” pediatric icon. Further work with Prevention Pharmaceuticals has involved strategy work and package design for EyeHealth



Above left: The SYNERA Bear signals pain prevention to children. Above: Physician endorsement ad for McKesson EHR

and line extensions of the OMAX3 Ultra-Pure omega-3 supplement.

In looking ahead, Excitant’s pairing of core capabilities of strategy, account service and creative thinking with outside contracting for specialized digital work seems cost-effective and flexible.

“There is a pendulum swing with companies from medium-size on down away from key AOR partnerships,” Perlotto notes. “People are looking for smarter ideas rather than a strong structured relationship. It’s less about hiring body count and more about the quality of the work and finding the right people.”

—David Vaczek