

Healthcare Marketing

BEST PROFESSIONAL SALES AID

Any print or digital sales aid targeting healthcare professionals in support of a branded prescription product or service.

GOLD

Soolantra: Introducing a Tough Topical Sales Aid
Agency: McCann Echo
Client: Galderma

This aid features a problem-focused opening animated video and emphasizes data. A wealth of information, including images of real patients and rotating cubes that show charts and graphs, is easily accessible with a tap or swipe. Judges felt it was exceptionally well executed.

"Excellent graphics—very easy to use," said one judge.

"The creative is outstanding," a second judge



commented. "I love the animation."

Overall, the aid is simple and impactful. It's a nice compliment to the "Tough Topical" creative campaign, which brilliantly illustrates the efficacy of Galderma's

new rosacea treatment Soolantra by personifying it as a superhero type that can easily overpower the rosacea lesions it treats.

A third judge noted the team did outstanding job of pulling the creative

campaign through to the sales aid.

On a \$120,000 budget, the aid contributed to a 6.2% share of the overall topical rosacea market (9.7% share in the dermatology segment) after just eight weeks in the US market.

Other results at the time of submission for awards consideration included 60% brand awareness among physicians who participated in a post-launch survey; an average of 5,000 prescriptions weekly; and above forecast revenue. The agency also reported "extremely positive" feedback from doctors about the campaign overall.

FINALISTS

- Abelson Taylor and Smith & Nephew for Faster Healing with Regranex
- Concentric Health Experience and Sunovion for Brovana Second Wind
- FCB Health Toronto and Janssen Canada for Invokana Veeva sales aid
- McCann Echo and Galderma for Soolantra: Introducing a Tough Topical
- Radius Digital Science, Bayer Healthcare and Onyx Pharmaceuticals for Nexavar Interactive Case Profile App

SILVER

Faster Healing with Regranex Sales Aid
Agency: Abelson Taylor
Client: Smith & Nephew

This team used the image of a zipper closing a wound across personal and non-personal channels to drive awareness that Regranex Gel helps heal diabetic neuropathic ulcers faster than competing products. "Highly creative with



clear brand messaging," said one judge.

"High production value—the print technique still proves effective," another judge said.