

Best Overall Consumer Print Campaign

GOLD AWARD

McCann HumanCare and
GlaxoSmithKline

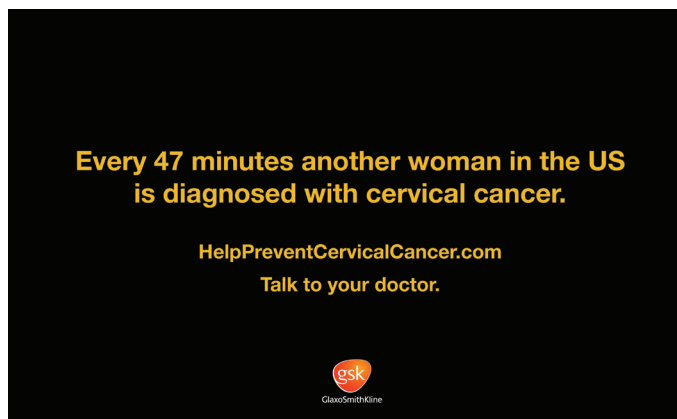
Attention: Shoes & Perfume

Cervarix is a second-to-market HPV/cervical cancer vaccine—three years behind Merck’s Gardasil. McCann Erickson HumanCare and GSK saw an opportunity to reach 19- to 25-year-old women by emphasizing the connection between HPV and cervical cancer. Judges unanimously praised this powerful campaign.

“One of the best campaigns we’ve seen,” said one judge. “Excellent. Targeted to a more sophisticated audience compared to its competitor. Strong positioning.”

“Great targeting and great execution of a great strategy,” added another judge. “This campaign rocks.”

The agency explained the ads that start off by “mimick-



ing the tenets of the fashion and beauty category,” which leads the audience to expect a perfume ad. Instead, viewers are presented with sobering cervical cancer information.

“Though we apologize for getting attention this way, truthfully no one is sorry—especially if it convinces a young woman to protect herself against a potentially deadly disease,” the agency added.

The ads were placed in entertainment, fashion and

beauty magazines and ran during the 2010 Academy Awards.

“We knew that mentioning cervical cancer to a woman in her twenties in a scary way would lose her at the get-go,” the agency said.

The campaign was described by a third judge as “beautiful and on target.” A fourth judge noted that the “surprising visuals...stop readers in their tracks and make them think seriously about preventing cervical cancer.”

The Award

Rewards the best series of ads for a prescription drug, medical product or service appearing in any consumer magazine or newspaper.

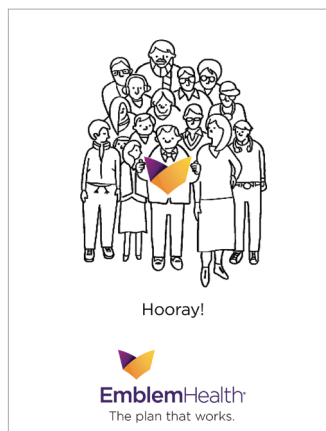
The Finalists

- CDMiConnect and Genentech—No Way RA
- EvoLogue, part of Commonwealth, and Abbott Diabetes Care, FreeStyle Promise Patient Support Program—FreeStyle Promise Painter
- Hill Holliday and EmblemHealth—The Plan That Works
- McCann HumanCare and GlaxoSmithKline—Attention: Shoes & Perfume
- NYU Langone Medical Center and NYU Langone Medical Center—Any Given Moment

SILVER AWARD

Hill Holiday and
EmblemHealth

The Plan That Works



“This campaign employs a simple yet effective approach that grabs your attention and explains clearly what they offer,” said one judge.

By using simple messaging and line art depicting a variety of consumers, this campaign further defined and differentiated EmblemHealth as a healthcare plan that provides affordable, high-quality healthcare. Another judge “loved” the line art and the “clear message of value and quality.”