

Best Individual Professional Print Advertisement

Sponsored by Concentric Pharma Advertising

GOLD AWARD

GSW Worldwide and Dyax
When the Body Attacks Itself Launch

This team used exceptionally powerful visuals to introduce Kalbitor, a new biologic therapy for hereditary angioedema (HAE). HAE is a genetic disorder that causes attacks of dramatic internal and external inflammation in various areas of the body. It's disfiguring, painful and can be fatal if the breathing passages are affected. The ads visually represent the attacks through photo real images showing hands that are visible underneath the skin in the act of seizing various parts of the body.

"The drama in this ad is powerful," said one judge. "I completely understand what this patient is feeling."

Another judge praised the effort for its "great stopping power."

Where will HAE attack next?

Introducing **KALBITOR** for the treatment of acute attacks of hereditary angioedema (HAE) in patients 16 years of age and older.

- First subcutaneous treatment approved for HAE, regardless of attack location
- Approval based on results from two placebo-controlled phase 3 clinical studies that included 143 out-patient patients (64 patients with abdominal attacks, 50 with periorbital attacks, and 29 with laryngeal attacks)

NOTE: The depiction is not intended to illustrate an actual HAE attack. Physical representations include acute attack location and severity only.

KALBITOR
ecallantide

Call 1-888-KALBITOR (1-888-422-5264) or visit www.KALBITOR.com to learn more.

IMPORTANT SAFETY INFORMATION

WARNING - ANAPHYLAXIS
Anaphylaxis has been reported after administration of KALBITOR. Discontinue the use of ecallantide. KALBITOR should only be administered by a healthcare professional with appropriate medical support to manage anaphylaxis and respiratory depression. Healthcare professionals should be aware of the severity of anaphylaxis symptoms. Anaphylaxis may occur in patients with a history of anaphylaxis to other drugs or allergens. Symptoms include hypotension, tachycardia, wheezing, and difficulty breathing. Discontinue KALBITOR if anaphylaxis occurs.

WARNING AND PRECAUTIONS
Do not use KALBITOR if you are allergic to ecallantide or any of the ingredients of KALBITOR. Do not use KALBITOR if you are pregnant, planning to get pregnant, or breastfeeding. Tell your healthcare provider if you are taking any other drugs. Symptoms associated with these reactions have included: dizziness, headache, nausea, vomiting, diarrhea, constipation, muscle pain, weakness, fatigue, and malaise.

Other allergic reactions include: respiratory tract infection, upper respiratory tract infection, and sinusitis.

Patients should be monitored for an appropriate period of time after administration of KALBITOR, using the standard of care for HAE.

CONTRAINDICATIONS
Do not administer KALBITOR to a patient who has known clinical hypersensitivity to KALBITOR.

ADVERSE REACTIONS
The most common adverse events (≥ 1%) and greater than placebo (≥ 0.1%) adverse events include: headache, nausea, diarrhea, upper respiratory tract infection, and malaise.

There is a potential for hypersensitivity with the use of KALBITOR. Patients who experience any of the following symptoms should discontinue KALBITOR and seek medical attention:
• Hives
• Swelling of the face, lips, tongue, or throat
• Difficulty breathing
• Wheezing
• Dizziness
• Fainting
• Rapid heartbeat
• Shortness of breath
• Stomach pain
• Sudden weight gain
• Swelling of the hands or feet
• Unexplained weight loss
• Unexplained weight gain
• Unexplained changes in vision
• Unexplained changes in hearing
• Unexplained changes in taste
• Unexplained changes in smell
• Unexplained changes in touch
• Unexplained changes in pain
• Unexplained changes in temperature
• Unexplained changes in sensation
• Unexplained changes in movement
• Unexplained changes in position
• Unexplained changes in posture
• Unexplained changes in behavior
• Unexplained changes in mood
• Unexplained changes in personality
• Unexplained changes in appearance
• Unexplained changes in voice
• Unexplained changes in speech
• Unexplained changes in writing
• Unexplained changes in drawing
• Unexplained changes in painting
• Unexplained changes in sculpting
• Unexplained changes in pottery
• Unexplained changes in jewelry
• Unexplained changes in clothing
• Unexplained changes in footwear
• Unexplained changes in accessories
• Unexplained changes in cosmetics
• Unexplained changes in hair
• Unexplained changes in nails
• Unexplained changes in skin
• Unexplained changes in eyes
• Unexplained changes in ears
• Unexplained changes in nose
• Unexplained changes in mouth
• Unexplained changes in throat
• Unexplained changes in neck
• Unexplained changes in chest
• Unexplained changes in abdomen
• Unexplained changes in pelvis
• Unexplained changes in legs
• Unexplained changes in feet
• Unexplained changes in hands
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Allergists and immunologists were targeted. The objective was to “own the HAE attack” and create awareness of Kalbitor. The agency sought to “reach the target audience with placements that would maximize the stopping power of the imagery.”

The agency also explained that HAE attacks last about four days. Attack frequency and location are unpredictable. Kalbitor reduces attacks within a few hours.

Dyax is focused on advancing novel biotherapeutics for unmet medical needs, with an emphasis on inflammatory and oncology indications. Kalbitor is the company’s first product. It was approved in February in the US. “The ad has just reached the marketplace and is becoming a positive discussion point when reps visit the docs,” the agency said. “Dyax reports that the commercial launch of Kalbitor is on track to meet or exceed all expectations.”

SILVER AWARD

CDM Princeton and Shire
Intuniv

A new way to reach the bull's-eye.

intuniv
guanfacine HCl extended-release tablets

Call 1-800-368-7262 or visit www.intuniv.com to learn more.

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Intuniv is a non-stimulant ADHD treatment entering a crowded market where stimulants are the preferred treatment. The ads show a child in a monster suit holding the head of the costume at his side, thus revealing his sweet face emerging from the monster body. The ad very effectively establishes that ADHD symptoms can be disruptive to children and families, and that Intuniv is a new treatment option. “A very clever way of exemplifying the problem in an approachable manner,” remarked one judge.

The Award

Recognizes creative excellence for a single print ad for a prescription drug, medical product or service appearing in any medical journal or periodical.

The Finalists

- AbelsonTaylor and Takeda—Dexilant (formerly Kapidex)
- CDM Princeton and Shire—Intuniv
- GSW Worldwide and Dyax—When the Body Attacks Itself Launch
- LehmanMillet and Abbott Nutrition—Absorbing Science
- Wishbone-ITP and Cardi-Net—Tree



At Concentric, we adhere to the teachings of Plato who believed that surrounding every thing we encounter in our environment is the idea of the thing, which gives it everlasting meaning. We've built an agency around this simple observation. Our strategic and creative processes are perfectly aligned to create a compelling, “everlasting” connection between brand, market and customer.