

Ken Ribotsky, CEO

Survived mergers among its biggest clients

Grew rare diseases work

Handled the OTC launch
for Valeant's Dr. LeWinn
by Kinerase

Grew organically with Genzyme (patient relationship program for Pompe Disease patients and two products to treat it)

Looking to move into
bigger space in Irvine, CA

Lost Ferrer Therapeutics' CerAxon business

For contact details, service offerings and client roster, see Agency A-to-Z, beginning on page 169

“It’s difficult for an organization to change partners when the relationship is working well”

—Ken Ribotsky

Core-Create/ Brandkarma

Mergers among biggest clients didn't deter shop from making moves

With the economy stuck in neutral and the regulatory environment as smoggy as ever, Core-Create/Brandkarma had plenty on its plate over the last few years, even before everyday nuisances were added to the mix. And then a bunch of its biggest clients were swallowed up by larger firms.

Genzyme, ZymoGenetics and Coria Laboratories were bought by, respectively, Sanofi, Bristol-Myers Squibb and Valeant Pharmaceuticals. In such situations, the marketing partners of the acquired companies often find themselves on the receiving end of a brusque handshake and a “fare thee well.” Core-Create/Brand-karma, however, managed to avoid such a fate, owing to the strength of its client relationships.

"It's been a positive for us," says Core-Crete/Brand-karma president and CEO Ken Ribotsky.

According to Ribotsky, Coria's recommendation went a long way toward validating Core-Create/Brandkarma in Valeant's eyes. The agency survived the ZymoGenetics deal owing to a strong past relationship with BMS's brand teams. As for the relatively recent Sanofi/Genzyme deal, Ribotsky says initial discussions lead him to believe that Sanofi will take a hands-off approach toward Genzyme's existing marketing relationships. "I wish I could say we were brilliant in managing all this, but we really didn't have to do very

much," he adds. Other than deliver high-quality work and service, you mean? Ribotsky laughs. "Of course. It's difficult for an organization to change partners when the relationship is working really well."

Beyond the merger theatrics, Core-Create/Brand-karma spent the last year focusing on what Ribotsky calls “the polar ends of our capability range.” It grew the amount of work it did on rare diseases, but at the same time handled a high-profile launch for an over-the-counter product. It’s a testament to the diversity of the firm’s skills that both efforts were well-received. “We’d like to nurture this and keep offering that wide range of services, everything from clinical and professional communications to more consumer-oriented projects,” Ribotsky says.

The OTC launch was for Valeant's Dr. LeWinn by Kinerase, a skin care product. Key to the program's success was the firm's approach differentiated Dr. LeWinn from competing products—many of which shared a similar marketing formula. “You know, insert photo of woman here, no lines or wrinkles anywhere,” Ribotsky says. The firm chose instead to celebrate the





Gelnique®
[oxybutyryn chloride] Gel
10%

Numbers that Command Attention

Significant results for QAB patients

- ▶ **89%** median reduction in daily urinary incontinence episodes due to QAB vs 62.5% with placebo (p=0.04)
- ▶ **Tier 2** on major healthcare plans – including many Medicare Part D plans

As seen in 15 patients enrolled in a random trial comparing Gelnique 10% to placebo for QAB. Incontinence episodes per day (n=15). *Let's call it a game-changer.

Results from a post hoc analysis of patients with ≥ 2 daily incontinence episodes at baseline (n=10). At days 3, 12, and 24, reduced, double-blind, placebo-controlled, parallel-group study comparing Gelnique 10% to placebo orally.

www.gelnique.com

Gelnique® is indicated for the treatment of overactive bladder with symptoms of urge urinary incontinence, urgency, and frequency.

Important Safety Information

The most commonly reported adverse events associated with the use of Gelnique® included dry mouth (6.9%), urinary tract infection (6.9%), and skin/soft tissue reactions (5.6%). Gelnique® is contraindicated in patients with urinary retention, gastric retention, uncontrolled narrow-angle glaucoma, or known hypersensitivity to Gelnique®, including this hypersensitivity and in patients who are at risk for these conditions. Gelnique® should be used with caution in patients with respiratory and/or cardiovascular, clinically significant bladder outflow obstruction, myasthenia gravis, and gastrointestinal obstructive disorders. Gelnique® should also be used with caution in patients with conditions such

as ulcerative colitis, intestinal atony, gastroesophageal reflux and those concurrently taking drugs that can cause or exacerbate esophagitis. Patients who develop and/or experience hypersensitivity to Gelnique® should discontinue drug treatment. Angioedema requiring hospitalization and emergency medical treatment has occurred with first and subsequent doses of oxybutyryn pills. If angioedema occurs, Gelnique® should be discontinued and appropriate therapy promptly provided. Transference of oxybutyryn to another person can occur when vigorous skin-to-skin contact is made with the application site. Patients should be instructed to avoid open fire or smoking until the gel has dried.

Please see accompanying brief Prescribing Information.

Reference: 1. Vetter et al. *Medical Economics* 10. 10/10 Medical Economics Inc., Princeton, NJ 08540. © 1996 Watson. All Rights Reserved. 10/10 01 01

Watson[®]

Above: A professional ad for Watson's Gelnique, indicated for the treatment of overactive bladder

product and its users, emphasizing joyfulness.

Other new business included organic growth from Genzyme (a patient-relationship program for Pompe Disease along with work on the company's two products to treat it, Myozyme and Lumizyme). Valeant also tapped the firm for another OTC product. As for business lost, Ferrer Therapeutics' CerAxon, an OTC dietary supplement in the US, came to an end. "They decided to spend the money in other ways," he shrugs. —*Larry Dobrow*