



AT THE HELM

Larry Mickelberg, Euro RSCG Life network's chief digital officer

PERFORMANCE

Doubled in size

HIGHLIGHTS

Recent wins: Novartis' valsartan franchise; BMS's Plavix, digital AOR for Watson; digital work for Pfizer Nutrition and two big prelaunch products

Developed iPad detailing platform called ProFile

Opened London office, opening office in Brazil soon and Asia Pacific region by 2012

CHALLENGE

Finding balance

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

“Brands can now create content as good as anything in broadcast television but built for the web”

—Larry Mickelberg

Euro RSCG Life 4D

Digital flagship celebrates second year in business by doubling in size

Euro RSCG Life's digital flagship 4D doubled in size for a second year in a row and opened its first office outside of the US, planting its flag in London.

The two-year-old shop's staff now stands at 100 following a second year of double-digit revenue growth. “We've rounded out the executive team, we've added services and offices and clients,” says Euro RSCG Life chief digital officer Larry Mickelberg. “We're out in the market with a strong, differentiated point of view and thought leadership and we're hitting on all cylinders.”

The company opened its London office last month, with around 10 dedicated staffers and a number of others shared with network siblings. The firm expects to open an office in Brazil soon and somewhere in the Asia Pacific region by early 2012. Euro RSCG Life 4D also opened a digital production unit in Heredia, Costa Rica this year.

Recent account wins include Novartis' valsartan (Diovan) franchise; the digital assignment for Bristol-Myers Squibb's Plavix; digital AOR assignment for Watson; the digital assignment for Pfizer Nutrition (part of a network win); and “two of the biggest prelaunch products that will be coming out over the next two years.”

Expanding from consumer assignments into professional and vice versa has been a big part of the shop's growth story so far, says Mickelberg. On Sanofi's Lantus, for example, 4D won the digital professional assignment and then moved into consumer on the whole diabetes franchise. The agency is also keen to

pick up more non-prescription drug business like Pfizer Nutrition. The balance of consumer and professional work is now about 50/50 at the agency.

Euro RSCG Life 4D recently launched Diabetes Co-stars, a cooking show starring Paul and Mira Sorvino, for Sanofi.

“It's as good as anything on the Food Network,” says Mickelberg. “Brands can now create content as good as anything in broadcast television but built for the web, which lets us syndicate and do much more with it than you could by simply putting it on TV.”

Last year, the shop won an assignment to build a multichannel professional platform for a top 10 pharma company.

“The HCP platform of the future must be smart enough to know what time of day it is and through what device the physician is accessing it, and be able to deliver the experience most relevant at that time,” says Mickelberg. “So, if it's during office hours and the physician is coming in through an iPhone or a BlackBerry, he or she is probably in a consult and wants quick access to the types of information needed in a consult—the PI, method of action or other for-



Above: A multimedia campaign from Sanofi, called Diabetes Co-Stars, featuring Paul and Mira Sorvino

mulary info—and does not want to go poking around for things in that moment. Finding and activating the key moments in health is what we're hanging our hat on as an agency.”

The shop also developed an iPad detailing platform called ProFile and a platform for patient education materials called DocShare, allowing docs to share patient ed materials with patients in-person on an iPad and then drag and drop those materials—including videos and brochures—into a zip file for emailing or to “bump” them on to the patient's iPhone or iPad.

The company filled out its executive team, naming Ruth Sreenan, formerly general manager of Digitas London, EVP operations and Scott Tannenbaum of Digitas Health EVP director of client services. In addition, Johanna Skilling joined from Saatchi Wellness as EVP director of strategy. Mickelberg and executive creative director Erik Mednis complete the leadership. —Matthew Arnold