

Best Individual Professional Print Advertisement

Sponsored by Concentric Pharma Advertising

GOLD AWARD

**LehmanMillet and
Dune Medical Devices**
Simplify the Story

Founded in 2002, Dune Medical Devices has offices in the US, Israel and Switzerland. The MarginProbe System, which delivers real-time cancer detection in the operating room, is the company's first offering. It's currently in clinical trials at 18 centers in the United States.

LehmanMillet created a campaign to introduce the system to breast surgeons. Dune Medical Devices' website notes that surgeons face the question of whether or not they've removed all cancerous tissue, and must balance the imperative towards aggressive treatment with the desire to conserve tissue. The MarginProbe System provides an immediate assessment of cancer on the excised tissue's margin,



reducing doubt and the likelihood of a second surgery.

The ad has a visual of hornets surrounding a nest hanging from a branch, all but one inside two white circles. The copy says the circles represent removal of the breast lesion—“You removed the breast lesion”—and the appropriate margin—“You removed it with an appropriate margin.” The hornet outside the circles connects to copy reading “But

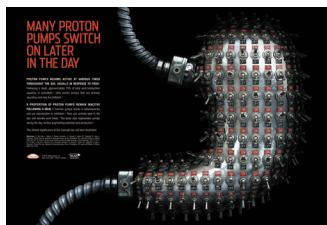
how do you remove doubts that you got all the cancer?”

“Images outline the danger that lies in the periphery and positions MarginProbe as the tool to see beyond the obvious,” explained the agency.

“Provocative visual and thoughtful copy,” noted one judge. Another also described the ad as provocative, while a third applauded the team for a “great visual” and a “good symbol” that’s “very scary.”

SILVER AWARD

**AbelsonTaylor and
Takeda Canada**
Stomach Switches
Spread



This ad features a steel stomach covered in on- and off-switches. It helped set the stage for the Canadian launch of Dexilant, a proton pump inhibitor (PPI) with a unique dual delayed-release formulation for acid reflux disease. The image relays the idea of proton-pump activation, effectively grabbing the attention of gastroenterologists and PCPs and differentiating Dexilant, which was the seventh PPI to enter the Canadian market. “Outstanding visual execution,” said one judge. “Excellent stopping power,” noted another.

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 Canada—Stomach Switches Spread
- AbelsonTaylor and Takeda Canada—Tortoise and Hare
- Draftfcb Healthcare and Centocor Ortho Biotech—2nd Thoughts
- Draftfcb Healthcare and Cephalon—Proud Sponsor
- LehmanMillet and Dune Medical Devices—Simplify the Story

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PHARMA ADVERTISING

Concentric Pharma Advertising is focused on achieving the clinical and commercial potential of specialty pharmaceutical brands through an integrated, multi-channelled approach. We strive to engage and enhance customer connectivity, creating a single idea that is relevant, drives educated healthcare decisions and builds a lasting customer experience.