

Best Branded Website

Sponsored by The CementBloc

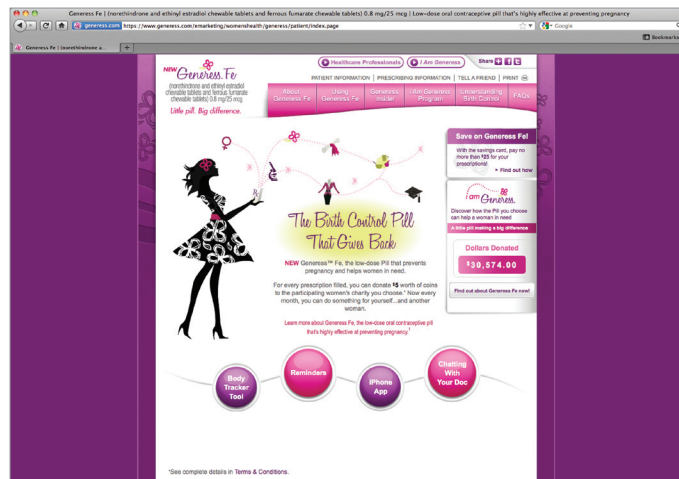
GOLD AWARD

RevHealth and Watson
Generess Consumer Website

RevHealth developed this outstanding website on an \$80,000 budget, successfully launching Watson's combination oral contraceptive Generess Fe in a market that is flooded with generics. In addition to providing brand, reproductive and contraceptive information, the site includes charitable-giving and social-networking aspects.

"This would be impressive at two or two-and-a-half times the stated budget," said one judge. "It proves digital is a great democratizer—small brands can play big!"

The "I Am Generess" program gives \$5 to one of several women's charities whenever a patient fills a prescription. Enrollment details are easily accessible. Through such actions



as taking quizzes and inviting friends to join, anyone who signs up for the program can earn more money to donate.

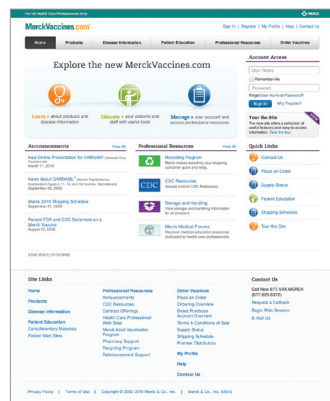
"The image of the woman carrying the Rx bag with the icons floating out has a whimsical, magical quality that evokes a feeling of happiness and lightness," RevHealth explained. A second judge noted that the cheery design "draws visitors to the important brand

messages and engagements." Other program features include a membership savings card, newsletter and body-tracker tool. Visitors are linked to an iPhone app with the same tools as the website, and to the brand's Facebook and Twitter pages.

"Entertaining as well as informational—highly interactive," said a third judge. "Excellent use of mobile."

SILVER AWARD

Blue Diesel and Merck for Merck Vaccines
MerckVaccines.com



Judges agreed that Blue Diesel did an outstanding job re-inventing MerckVaccines.com. With a customer-centric focus, and on a \$2.5 million budget, the team improved functionality, integration, and accessibility of vast amounts of content and collateral. Merck's credibility with HCPs has greatly improved. "This large and complex site is extremely well organized so that different visitor types can easily find what they need," said one judge. "Massive challenge—well handled," said a second judge. "Very nicely organized and presented."

The Award

Recognizes excellence for websites promoting specific branded products and services (brand.com).

The Finalists

- Blue Diesel and Merck—MerckVaccines.com
- Digitas Health and Novo Nordisk—VictozaPro.com
Healthcare Professional Website
- RevHealth and Watson—Generess Consumer Website
- RevHealth and Watson—Ella Consumer Website
- Saatchi & Saatchi Wellness and Merial Limited—Completekiller.com



The CementBloc is a multichannel health and wellness creative agency based in New York. Our Convergent Branding model brings together multidisciplinary experts—in one integrated team with one P&L—to optimize your message across touchpoints and customer segments over time, building strong, dynamic platforms for brand engagement.