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

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	pregnancy and helps women in need.	-30,574.00	
	For every prescription filled, you can donate 15 worth of coins to the participating women's charity you choose." Now every	Find out about Generous Fe new!	
	month, you can do something for yourselfand another		
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	Learn more about Generess Fe, the low-close oral contraceptive pill that's highly effective at preventing pregnancy. ¹		
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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 bodytracker 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."

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

SILVER AWARD

Blue Diesel and Merck for Merck Vaccines MerckVaccines.com

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Judges agreed that Blue Diesel did an outstanding job re-inventing Merck Vaccines.com. With a customercentric 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 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.