

Best TV Advertising Campaign

Sponsored by HCB Health

GOLD AWARD

Digitas Health and Shire
Own It

Judges agreed that this campaign made exceptional use of celebrity in featuring Adam Levine, lead singer of Maroon 5.

“Nice use of personality and well shot,” commented one judge.

The aim of the campaign was to encourage young adults who think that they’ve “outgrown” Attention-Deficit/Hyperactivity Disorder to “Own It,” i.e. to take responsibility for their own ADHD, by educating them on the prevalence of adult ADHD.

Levine tells a personal story about how he realized that his ADHD symptoms were still getting in his way while he was working on Maroon 5’s first album. He says that he felt stuck because, even though he had



many ideas, he found himself unable to focus. That experience led him to see a doctor about his condition. He also sings and plays music.

“Good use of personality—engaging and involving,” said a second judge.

The national broadcast PSA drives people to reassess their symptoms by taking an ADHD quiz at www.OwnYourADHD.com, a partnership with Everyday Health.

“We also aligned the campaign in areas with a heavy Adam Levine presence through a custom sponsorship on NBC’s *The Voice*, a custom music station on Pandora, and banner placements surrounding Adam’s guest appearances

on shows like *Saturday Night Live* and *Today*,” the agency said. “In order to generate awareness and video views, partnerships were created with in-stream premiere content providers like MTV, ABC, Fox and Hulu.”

That broad-based strategy yielded big results, with the campaign surpassing all of its goals in 2011. Between July and December, video views topped 44 million, and the spot was aired as a national broadcast PSA more than 8,000 times. The campaign also drove more than 570,000 people to take the quiz. This year, the effort has expanded to include two additional spokespeople.

SILVER AWARD

MacLaren McCann
and Dukoral

This Is Not A Good Time



“Real insight into the problem done with a light touch,” said one judge of this campaign for Dukoral, an oral vaccine for travellers’ diarrhea.

A series of dream vacation scenarios “reinforced the importance of vacation,” the agency said. “Then by turning those scenarios on their ear through the introduction of travellers’ diarrhea, we point directly at both the glaring gap in symptom treatment and the unquestionable need for symptom prevention.”

A second judge found the ad “witty and engaging.”

The Award

Recognizes excellence in branded or unbranded TV ads or campaigns promoting a prescription drug, medical product or services, or disease awareness/education.

The Finalists

- AbelsonTaylor and Abbott—Ensure “Good Eggs” :30 TV Spot
- Cult Health and Novo Nordisk—Insulin Delivery, My Way
- Digitas Health and Shire—Own It
- Draftfcb NY and Pfizer/Boehringer Ingelheim—Spiriva “Elephant” TV Campaign
- MacLaren McCann and Dukoral—This Is Not A Good Time

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