

Best Multichannel Campaign (Small Clients)

GOLD AWARD

Digitas Health and Shire
Own It

The “Own It” campaign features Maroon 5 lead singer Adam Levine and his personal experience with ADHD. “Great use of a celebrity telling his story of childhood to adult ADHD using the absolutely appropriate channels,” said one judge.

“This multichannel campaign shows what is possible when you apply consumer insights to a campaign,” noted a second judge. “Each tactical selection enhances the campaign results and overall impact.”

Campaign elements included a documentary-style online video and national broadcast PSA featuring Levine’s story; mobile ads; and a partnership with Pandora that allowed Levine to create a custom



station and print ads at major universities. All assets drive audiences to reassess their symptoms by taking an ADHD quiz at www.OwnYourADHD.com, a partnership with Everyday Health.

“Very strong creative and comprehensive integration,” commented a third judge. “Great use of Pandora to hit target audience.”

The campaign also included a custom sponsorship on NBC’s *The Voice* and banner placements surrounding Levine’s appearance on shows such as *Saturday Night Live* and *Today*.

Partnerships with in-stream premiere content providers including MTV, ABC, Fox and Hulu helped drive video views.

Mobile optimization was key, and mobile content was delivered through Jumptap.

“Results are outstanding,” the third judge noted. “The brand is thriving. Bravo!”

Indeed, results for the campaign are outstanding—all 2011 goals were surpassed. Specific metrics that were reported include 570,000 quizzes taken; 354 million impressions; more than 44 million video views (July through December); and more than 8,000 airings of the video as a national broadcast PSA. The agency also reported that Google searches for ADHD in 2011 were up 44% over 2010. The campaign expanded this year to include two additional spokespeople.

SILVER AWARD

McCann echo Torre Lazur and Eisai/Janssen Pharmaceuticals
AcipHex “Troublesome Trio” Campaign



The “Troublesome Trio” campaign for acid reflux treatment AcipHex features regurgitation and belching symptoms personified as mischievous characters acting alongside heartburn.

“A well thought out approach to a tired category,” said one judge.

Both the creative elements and integration between consumer and HCP assets impressed a second judge.

On a budget of about \$500,000, the campaign reportedly drove high message recall, website traffic and downloads.

The Award

Recognizes and rewards the best use of different media for a single campaign for maximum measurable effect for clients’ companies with less than \$12 billion in 2011 worldwide revenue.

The Finalists

- AbelsonTaylor and Vertex—Incivek Knight Cycle Campaign
- Digitas Health and Shire—Own It
- McCann echo Torre Lazur and Eisai/Janssen Pharmaceuticals—AcipHex “Troublesome Trio” Campaign
- Havas Worldwide Tonic and Astellas—Pipe People Campaign
- Greater Than One and Sunovion Pharmaceuticals—OMNARIS Nasal Spray