

Best Use of Direct Marketing to Consumers

The Finalists

■ Arnold NYC and Sanofi for "Lantus Branded e/CRM Program"

■ CDMiConnect and Genentech for "Avastin CARES"

■ GA Communication Group and Upsher Smith for "Morning Sickness In-Office Campaign"

■ Publicis Healthcare Communications Group and Sanofi for "Auvi-Q Magazine Covers Take Ones"

■ Publicis Healthcare Communications Group and Sanofi for "The Auvi-Q Pocket Guide Patient Brochure"

The Award

Recognizes excellence in direct promotion campaign materials that are targeting consumers

Sponsored by Concentric Health Experience

Gold Award

CDMiConnect and Genentech

Avastin CARES

The Avastin CARES (Clear Answers, Resources, Education, and Support) program was designed to provide expert guidance to support and reassure cancer patients. Its strategy, execution and results really wowed judges.

"This is a fully thought-out program," one judge noted, "with strong use of branding, hallmarks, and design that's easily understood."

A second judge praised it as a "comprehensive direct marketing approach" with "great copy and graphics."

The program includes a starter kit with a DVD, an MOA tool and a caregiver brochure. As treatment continues, patients get direct



mail, emails and outbound calls based on their specific cancer type. Execution was carefully planned so as not to overwhelm patients and to only deliver truly pertinent information at the exact time they needed it.

On a \$3.5 million budget, 2012 results included a 40% to 50% email open rate and satisfaction rate of more than 90% for call center support. The agency also reported CARES patients stay on

Avastin significantly longer. CARES patients are also more comfortable with Avastin than non-CARES patients, and a survey revealed 85% of CARES patients recognized that "Avastin can starve the tumor, causing it to stop growing or shrink," compared to 54% of non-CARES patients.

"A robust CRM program," a third judge noted. "Strong response measured at both channel and marketing performance level."



Concentric Health Experience is a solution-based agency that builds health and wellness brands.

We see our products as a means to a perceptual shift within our user. Each product represents a step on a path to a healthier future... a "health experience."

As the lead agency in the MDC Healthcare Cooperative, Concentric enjoys partnering with leading health and wellness companies such as Amgen, Allergan, Medtronic, Novartis, Ferring, GOJO and Quest Diagnostics.

Silver Award

Publicis Healthcare Communications Group and Sanofi

Auvi-Q "Magazine Covers" Take Ones



Tear pads that mimic magazine covers drove awareness of Auvi-Q, SANOFI's epinephrine auto-injector design.

"Gets the branded message and an educational one out there," said one judge.

"A unique execution," noted a second judge. "Gives patients a quick/comprehensive understanding of the product and program benefits."