

## Best Use of Direct Marketing to HCPs

### The Award

*Recognizes excellence in direct promotion campaign/materials targeting healthcare professionals*

### Gold Award

**CDMiConnect and Brooklyn Free Clinic**  
We Need U

The Brooklyn Free Clinic (BFC) needed physician volunteers to continue to provide quality care to the uninsured in its community. Many of the targeted physicians didn't even know about the BFC. The campaign also aimed to raise awareness among Brooklyn residents who could benefit from the clinic.

"We Need U" was stated outright and nicely illustrated by leaving the letter "u" out of the word "volunteer," which is featured prominently.

"Excellent idea," said one judge. "It speaks to the audience in a voice they will listen to. Nice design too!"

A second judge loved the "U" as the key idea and the



well-targeted objectives.

"After rebranding the clinic, to make it feel modern and heartfelt, we used bold graphical words and made physicians realize they were needed," the agency explained.

The clinic's social media properties were also re-launched with new branding and messaging.

"The creative is dynamic, fresh and has a built in call-

to-action," said a third judge. "Social media effectively supported the campaign."

On a \$500,000 budget, and in just three months, the campaign drove a 150% increase in physician volunteers (far exceeding projections) and bumped up social media engagement more than 300%. The effort also landed the BFC an invitation to TED-MED Live.

### Silver Award

**GSW and Endo Pharmaceuticals**  
Fortesta Gel



This piece featured boxer shorts showing where to apply Fortesta Gel, a topical testosterone replacement therapy.

Several judges lauded its "out-of-the-box thinking."

"A great tool to connect doctor/patient dialog and educate," added one judge.

After the mailing's January 2013 launch, TRx increased 64% (month-over-month).

### The Finalists

■ CDMiConnect and Brooklyn Free Clinic for "We Need U"

■ GSW and Endo Pharmaceuticals for "Fortesta Gel"

■ Herspiegel Consulting and Novo Nordisk for "Quality Diabetes Measures Kit"

■ Optum for "Optum Ecosphere Campaign"

■ SCORR Marketing and Theorem Clinical Research for "Theorem 2012 DIA Trade Show"