

Best Corporate Marketing Campaign

The Award

Recognizes a print advertisement/campaign, website, video or other communications channel used to promote a corporate client.

Gold Award

GSW and JDRF

Type None Campaign

Changing “type one” to “type none” changed everything for JDRF (formerly known as the Juvenile Diabetes Research Foundation). The simple addition of the letter “N” was a truly inspired concept that was expertly executed across multiple channels. It successfully resolved an identity issue the organization was experiencing and provided a unified idea around which donors, employees and the type 1 diabetes community could rally.

Judges had nothing but praise for GSW—one judge was inspired to donate to JDRF immediately after reviewing the campaign materials.

“Beautifully executed campaign,” a second judge said.

“Great job building a



compelling, singular message,” a third judge commented. “Excellent execution and channel distribution.”

Tactics for the campaign rollout included multiple broadcast spots and online educational videos, outdoor ads and various printed materials that volunteers and employees used in donor meetings.

Result highlights were significant donation increases and unprecedented positive support

on social media—all content open to public comments has received a 99% positive rating and #typenone is now one of the most commonly used hashtags in type 1 diabetes-related posts.

“The idea is campaignable, sustainable and based on well-understood customer insight,” commented a fourth judge. “Objectives were very clear and fleshed-out, and the campaign demonstrated measured success.”

Silver Award

Langland and Idis

Idis MAPs



Documentary films and other content demonstrating how Idis Managed Access Programs positively impact real patients drove a business lead increase of more than 40%.

Judges applauded research, strategy and execution. “A focused core customer benefit was communicated clearly,” said one judge. “Innovative use of media and channels.”

The Finalists

- The CementBloc and Celgene for “Consider Yourself Warned”
- CONMED for From Concept to CONMED 50 Year Anniversary Campaign
- GSW for JDRF: Type None Campaign
- Langland and Idis for Idis MAPs
- República and Boehringer Ingelheim Pharmaceuticals for Boehringer Ingelheim & Sabado Gigante Collaboration