

Best Consumer Print Campaign

The Award

Recognizes print ads in support of a prescription drug, medical product or service appearing in any consumer magazine or newspaper.

Gold Award

CDMiConnect and Quest Diagnostics

Quest Diagnostics "Faces of Celiac" Newspaper Ad

Given there are a reported 3 million undiagnosed people currently living with celiac disease, this campaign targeted consumers who have been unable to identify the cause of unexplained, chronic symptoms.

The challenge was to reach this broad audience with a wide variety of symptoms that could be caused by celiac disease and point out that Quest Diagnostics provides a simple blood test that can rule it in or out.

Creative use of emoticons that personify the various symptoms of celiac disease grabs consumers' attention and helps them self-identify with one or more symptoms. The problem and solution are clear-



ly explained in the line: "One symptom doesn't define celiac disease. But one test can."

Calls to action drive audiences to visit CeliacAnswers.com, take a symptom survey and asked their doctor for Quest Diagnostics's blood test.

"High scores for creativity," said one judge.

The agency reported great results from just two markets, including a 10% sales spike after three weeks in one market versus the overall national market. The campaign also drove 23,000 website visits from two cities in less than two months and a 24% completion rate for the symptom survey.

Silver Award

H4B Chelsea and Alcon Bedtime Stories



This campaign drives awareness that Alcon makes contact lenses that are safe to sleep in through images of adults sleeping in a variety of funny outfits and the tagline: "What you wear to bed is your business."

Judges found the approach engaging, original, creative, fun and well-aligned with the brand strategy.

The Finalists

- AbelsonTaylor and Allergan for Aczone "Mirror Images" Campaign
- CDMiConnect and Quest Diagnostics for Quest Diagnostics "Faces of Celiac" Newspaper Ad
- CDMiConnect and Genentech for "Act FAST" Unbranded Stroke Awareness Campaign from Genentech
- H4B Chelsea and Alcon for Bedtime Stories
- Ogilvy CommonHealth Worldwide and Bayer Healthcare for Betaseron "I Don't MS Around"