

Best Agency Self-Promotion

The Award

Recognizes any print advertisement/campaign, website (agency.com), video or other communications channel an agency uses to market its own brand, culture and capabilities.

Gold Award

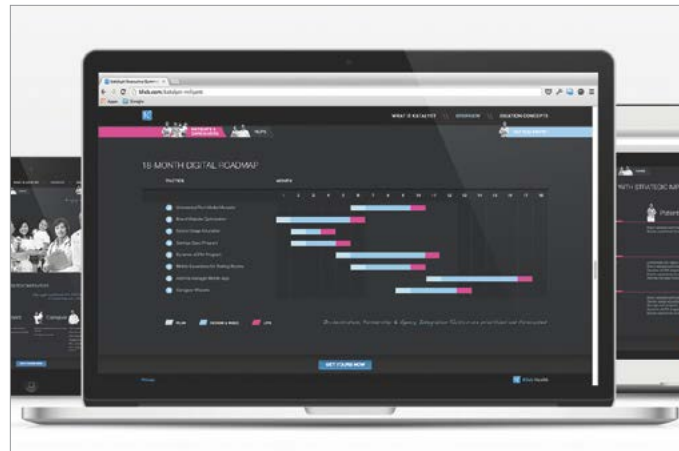
Klick Health

Katalyst

Judges thought Katalyst, a hardcover physical book produced which conveys Klick Health’s approach to digital strategy in a tangible, high-impact manner, was brilliant, effective, confident and unique.

“We wanted our digital strategy offering to be a key service going forward,” an agency representative explained. “This decision was based on the company’s strategic direction as well as adamant feedback from clients. We had previously promoted a large physical book to great success, so we felt an additional book made sense.”

The book, offered free of charge to marketers at pharma and biotech companies, covers the creation, development, implementation and measure-



ment of Klick’s digital strategy for the fictitious brand Rely-ant. Readers could apply all creative and strategic information to their own brands.

The campaign ran in North America for most of 2013 and included digital and print advertising in industry publications and promotion at industry trade shows. All communication drove prospects to a custom-

developed landing page to order a free copy of Katalyst.

On a \$600,000 budget, the campaign returned about \$20 million in new business wins (3,300% ROI). The agency reported these wins also contributed significantly to its 37% growth in 2013.

“Thought leadership at its finest and results were incredible!” exclaimed one judge.

Silver Award

McCann Managed Markets and Bob Woodruff Foundation Helping Heroes on the Homefront: Bob Woodruff Foundation



One judge praised this effort as a “seamless incorporation of a pro bono campaign and agency promotion.” Execution entailed a video holiday card thanking service members that included segments of one of the agency’s senior art directors creating a painting honoring service members. The painting was donated to the veterans nonprofit Bob Woodruff Foundation.

The Finalists

- Fingerpaint for Fingerpaint Self-Promotion
- GSW for Speak People Campaign
- Klick Health for Katalyst
- McCann Managed Markets and Bob Woodruff Foundation for Helping Heroes on the Homefront: Bob Woodruff Foundation
- Vogel Farina for We're Not Afraid To Cross The Line