

## Best TV Advertising Campaign

### The Finalists

- AbelsonTaylor and Allergan for Aczone “Mirror Images” Campaign
- CDMiConnect and Quest Diagnostics for Quest Diagnostics “Faces of Celiac” :30 TV
- H4B Chelsea and Alcon for Bedtime Stories
- PulseCX and Astellas for Astellas Myrbetriq TV
- Saatchi & Saatchi Wellness and AbbVie for Inside the Circle

### The Award

*Recognizes a branded or unbranded TV advertisement, or a series of advertisements (maximum of three), used to promote a prescription drug, medical product or service, or to disseminate disease awareness/education.*

### Gold Award

#### Saatchi & Saatchi Wellness and AbbVie

##### Inside the Circle

Research showed that Crohn’s disease (CD) patients sought to control their symptoms through extreme work-arounds, such as waking up in the middle of the night to eat.

To drive patient awareness of Humira and gain market share, Saatchi & Saatchi Wellness positioned symptom control as an illusion and inspired patients to strive for remission, which is possible with Humira.

The spot opens using spinning camera angles to emphasize the idea of a patient going in circles. When Humira information is presented the patient is shown moving forward on a straight path. The campaign also included display ads, website tactics and more.



Multiple judges praised the consumer insights and research that led to this unique spot.

“High scores in creativity and originality,” said one judge.

“The impressive results sealed it,” another judge noted.

Indeed, results are impressive. Humira had 40.9% market share disadvantage in early 2012 to Remicade. As of

December 2013, Humira held a 47% market share over Remicade’s 44.1%, and the Crohn’s Biologic Market grew 12% year over year.

Humira’s ownership of “remission” as a brand attribute hit 35%, compared to Remicade’s 20%, and total unaided brand awareness increased from 32% to 46%.

### Silver Award

#### AbelsonTaylor and Allergan Aczone “Mirror Images” Campaign



Hand mirrors in the place of the heads of people observing a woman with acne emphasized the insight that acne sufferers think others only notice their acne.

Three months post-launch, Aczone Gel had a three-point share increase and overall market volume growth doubled. The spot also contributed to a 200% website visit increase.