

Best Multichannel Campaign (Small Clients)

The Award

Recognizes a single, integrated marketing, communications or awareness campaign executed across two or more channels on behalf of a healthcare client with global revenues of less than \$2 billion in 2013.

Gold Award

Paragraphs and SAGENT Pharmaceuticals

PreventIV Measures Packaging and Labeling

The template labeling approach commonly used in marketing generic injectable products can lead to dangerous errors. New generic pharma company Sagent and Paragraphs changed the game with the PreventIV Measures packaging and labeling campaign, which differentiates Sagent and tackles the medication error issue.

“This is the kind of marketing that’s going to help change healthcare,” one judge said.

“We sought to educate and inform US decision makers who are involved in the purchase and administration of specialty injectable pharmaceuticals in a way that did not assign blame,” an agency representa-



tive explained. “Using friendly illustrated characters, we highlighted the root causes of medication errors and the role template labeling plays in causing confusion for caregivers.”

Tactics included presentations at the American Society of Hospital Pharmacists trade show, a video, a storybook, ads, email blasts and websites.

Judges were impressed. All praised strategy, creative approach and results, which included a 33% sales increase and record revenue for Sagent. Paragraphs noted that Sagent’s Leucovorin Calcium for Injection with PreventIV Measures Packaging and Labeling achieved number-one market share in less than a year.

Silver Award

Langland and Idis

Idis MAPs



Real patient stories told in documentary films and promoted across multiple online channels, print ads and more drove a 40% business-lead increase (double the goal) for Idis’s Managed Access Programs.

“Creative storytelling was replayed throughout multiple channels to create a sophisticated approach that delivered results,” said one judge.

The Finalists

- FCB Health and Daiichi Sankyo, Inc. for Question AFib
- Grey Healthcare Group and Think About Your Eyes for Think About Your Eyes
- Klick Health and Lundbeck for LGS Together Integrated Multichannel Campaign
- Langland and Idis for Idis MAPs
- Paragraphs and SAGENT Pharmaceuticals for PreventIV Measures Packaging and Labeling