

Best Multichannel Campaign (Large Clients)

The Finalists

- Area 23 and AbbVie for Master of Elusion
- CDMiConnect and Genentech for “Act FAST” Unbranded Stroke Awareness Campaign from Genentech
- FCB Health and Novartis Pharmaceuticals/GILENYA for HEY MS, Take This!
- Havas Worldwide TONIC and GSK for Asthma.com
- Publicis Kaplan Thaler and AbbVie for “The Culprit Behind Your Back Pain May Not Be What You Think”

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 greater than \$15 billion in 2013.

Sponsored by ICC Lowe

Gold Award

FCB Health and Gilenya
Hey MS, Take This!

“This is one of the best campaigns I’ve seen across multiple categories,” one judge said of this DTC campaign for Novartis’s Gilenya, which treats relapsing forms of multiple sclerosis (MS).

Another judge praised the “fun and exciting creative” that reaches and engages its audience.

“The brand pursued a more aggressive DTC campaign, with a meaningful community engagement platform across social, digital, and offline channels to disrupt the notion that people had little choice when it came to their MS therapy,” one agency representative noted.

This campaign is rooted in deep understanding of the



patients it targets and reflects their independence, tenacity and courage. Patients are given multiple ways in which to share their own voices, including in videos, on social media channels and in other website content.

Search, mobile, digital display, print and in-office ads also drove messaging. Print ads extended to mainstream con-

sumer outlets such as *People* and *Shape*.

According to the agency, results included “incredible incremental lifts across all KPIs.” Judges were impressed that a reported 90% of Facebook posts are shared.

“Awesome creative across channels,” a third judge said. “Amazing social and digital work and results.”

Silver Award

CDMiConnect and Genentech
“Act FAST” Unbranded Stroke Awareness Campaign from Genentech



This campaign shows people having a stroke and lists symptoms under the acronym “FAST” to convey the importance of quickly calling 911.

Nine months post-launch, stroke victims who arrived at a hospital in time for optimal treatment jumped 25%.

Judges praised the “stand-out creative” and “amazing results.”



ICC Lowe is a leading, full-service healthcare communications company. Our expertise is delivering medical insights and customer engagement through award-winning creative and digital excellence. For more than 25 years, our strategic goal has been to identify, streamline, and coordinate insightful communications across stakeholder channels.