

Mid-Size Healthcare Agency of the Year

The Award

Recognizes outstanding performance by a healthcare marketing agency with US revenues of \$15 million to \$50 million in 2013.

Gold Award

Area 23

Several client testimonials described Area 23 as a valuable strategic partner that continually delivers breakthrough creative aligned with driving brand goals.

One client noted that she feels privileged to work with her “phenomenal” Area 23 team.

Additional clients praised the agency for “fearlessly approaching healthcare challenges” and for “effortlessly combining science and strategy.”

Judges were also impressed by the agency’s ability to easily convey complex ideas and issues and by its unique ability to communicate disease education creatively and impactfully.

Several judges commented on the agency’s outstanding re-



cent growth—revenue doubled in 2012 and it was up another 45% last year (with more than \$10 million in organic growth). An Area 23 representative noted the agency takes pride in maintaining a start-up culture -- even as Area 23 has grown to 175 employees.

Significant strides were made last year in expanding oncology and DTC work. Key new business wins came in from

Genentech BioOncology, BI/Lilly, Insmed and GSK Oncology. Area 23 also won a hotly contested pitch for Roche/Genentech’s onartuzumab (for non-small cell lung cancer).

Judges felt numerous work examples were excellent. A “No Celebrities Video” for the National Organization for Rare Disorders (NORD) distributed on social media channels particularly impressed one judge.

Silver Award

The CementBloc



Judges expressed admiration for The CementBloc’s innovative and creative work, diversified service offering and overall growth.

2013 highlights included a phenomenal 69 creative awards and winning AOR status on 35 Merck brands as well as new AOR assignments from other clients such as AstraZeneca, BMS and Novartis.

The Finalists

- Area 23
- CAHG
- The CementBloc
- Flashpoint Medica
- McCann Echo Torre Lazur