

# Best Use of Direct Marketing to Consumers

## GOLD AWARD

### Hologic

#### MammoPad Select Customer Program

“Clever and well done,” was how one judge described Hologic’s MammoPad Select Customer Program campaign, which strived to help its customers grow their patient volume and revenues by designating them as a “Softer Mammogram Providing,” and supplying them with marketing and PR support.

Hologic aimed to target women 40 and older for its MammoPad Select campaign. The campaign boasts how the MammoPad decreases discomfort during a mammogram by adhering to the machine’s plate and acting as a foam cushion during an exam.

The creative strategy for MammoPad was focused on helping mostly small mammography facilities that



did not have the marketing expertise or staff to differentiate themselves as “Softer Mammogram Providers.” Hologic provided a marketing and communications implementation guide, the right to use the “Softer Mammogram Provider” logo, a starter kit, a quarterly e-newsletter, access to [www.softermammogram-provider.com](http://www.softermammogram-provider.com) and marketing materials—all free in exchange for its customers’ commitment

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to providing MammoPad.

The effort accounted for a significant amount of 2008 total sales with an ROI of \$22.70 for every dollar spent. Out of 8,000 facilities, 1,300 are now providing MammoPad as a standard of care.

Judges were impressed. “Fantastic creative that takes a relatively mundane and technical product and emphasizes it with humanity and emotion,” exclaimed one judge.

## The Award

Recognizes and promotes the role creative ideas play in effectively communicating direct promotion aimed primarily at a consumer audience.

## The Finalists

- Concentric Pharma Advertising and Bayer HealthCare Pharmaceuticals—Betaseron Decision Kit and Training Kit: Real Patients, Real Stories, Real Success
- Hamilton Communications and Baxter—Camp Superfly Next
- Hologic—MammoPad Select Customer Program
- Ogilvy Healthworld and Boehringer Ingelheim—Mirapex Relationship Marketing Program
- Ogilvy Healthworld and Wyeth—Premarin/Prempro: Mpowered Woman RM Program



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## SILVER AWARD

### Hamilton Communications and Baxter

#### Camp Superfly Next



The campaign goal for Camp Superfly Next was to enrich the program and increase participation with a 50% budget reduction compared to years past. This effort was developed to connect with hemophilia patients, their families and local organizations and chapters that support the hemophilia community. The direct mail competition experienced a record number of chapters participate and saw increased rep access through events. Judges found this entry worthy. “A wonderful, compassionate, unique concept,” commented one.