

Best Online Advertising Campaign

Sponsored by Health.com

GOLD AWARD

Saatchi & Saatchi Wellness and Transitions Optical

Online Healthy Sight Campaign

The thinking behind this campaign was outstanding and it was flawlessly executed. To effectively position Transitions photochromic lenses with consumers and eye care professionals and drive sales, the team focused on the idea that UV protection is essential to eye health. Partnering with National Geographic photographers who use the lenses and whose jobs depend on healthy eyes, the ads featured nature photos, photographers' testimonials and the product.

One judge called the photographs and "beautiful" videos an "extremely good use of the web to brand a product," also noting a "perfect link" between the campaigns and the product.



The campaign was adapted for flash and expandable banners and for ad pods for an ABC.com sponsorship. Interactive kiosks showed photographers elaborating on the stories behind their National Geographic photos. Script and text also stress the importance of healthy eyes to the photographers, incorporating lines

such as "Transitions lenses help me see better today and keep my eyes healthy for tomorrow," and "I can always get a new camera, but I have only one pair of eyes."

The campaign garnered over 1.2 million video starts. A study of the ad pods revealed that unaided brand awareness increased from 15% to 29%.

SILVER AWARD

AbelsonTaylor and Ther-Rx Corporation

Clindesse Banner Ad Campaign



The agency developed a streamlined "billboard" message to effectively reach OB/GYN's and primary care physicians and maintain market share for Clindesse. The product had lost its first position in a crowded market, and its marketing budget was reduced. Non-personal promotion was increased to maintain brand awareness. The agency took "a concise and playful approach" to combat doctors' limited attention. Judges praised the graphics. "The ads get the major points across quickly and effectively," noted one judge.

The Award

Recognizes excellence in health-care marketing using digital media to promote a series of banner ads, buttons and/or rich media.

The Finalists

- AbelsonTaylor and Ther-Rx Corporation—Clindesse Banner Ad Campaign
- Draftfcb and Duramed—Plan B
- Loomis Group and Conceptus—Essure "Savor the Moment" Online Advertising Campaign
- Ogilvy Healthworld and Johnson & Johnson—Concerta Interactive
- Saatchi & Saatchi Wellness and Transitions Optical—Online Healthy Sight Campaign

Health.com
Vital information with a human touch

Health is the first brand to truly balance credible condition information with practical lifestyle and wellness content. Leveraging Time Inc.'s heritage of trusted editorial, Health.com and Health magazine focus on problem-solving content, written in an empathetic voice to help consumers make informed decisions. Health offers a breadth of cross-platform programs that surround your target with consistent messaging.