

Best Integration Program for Large Companies

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GOLD AWARD

Siemens Inhouse Creative Services and Siemens

New Product Launch: Online Ysio Auction

Just one year after triumphing with the innovative “Win an MRI” campaign, Siemens struck gold again with another ingenious effort for the launch of the Ysio digital radiography system.

Siemens donated an Ysio to the Children’s Health Fund (CHF) for an online auction and hospitals were invited to bid for the Ysio with all proceeds going to the CHF.

The low-cost viral nature of the internet got the healthcare community talking about Siemens, Ysio and CHF. Multiple incentives were offered to bidders, including a \$10,000-off coupon for hospitals that didn’t win. The auction linked direct marketing and digital



channels to Siemens’ back-end CRM tool for sales follow-up.

PR addressed purchasing influencers with print and video news releases, both pre- and post-auction, while Siemens employees were also charged with getting the word out.

Results were spectacular: First, almost 6 million impressions across all media created brand awareness. Second, 72 new users registered to bid, creating sales leads and new

orders to date. Third, the Siemens brand was associated with raising \$285,00 for the CHF.

“A fantastic use of innovative sweepstakes to generate leads, give back to community, and effectively ‘sell product,’” said one judge.

“A huge idea that really breaks new ground,” added another judge, “giving Siemens terrific press coverage and sales leads.”

SILVER AWARD

Euro RSCG Life MetaMax and Sanofi-Aventis

Lantus/Apidra Expansion of Successful Team: Type 1 program to include Team Type 2



Euro RSCG Life MetaMax built on the success of the Team Type 1 with a new cycling team of “everyday folks” — Team Type 2—to promote type 2 diabetes insulin Lantus. The team competed in Race Across America and Tour de Cure to spread the message of good diabetes management. The effort employed direct mail, video, web vignettes, PR and events, integrating “creative, online and a sense of empowerment throughout,” according to judges. More than 10 million media impressions boosted new scripts in key markets.

The Award

Recognizes and rewards the best use of different media for a single campaign for maximum measurable effect for client companies with \$10 billion or more in 2008 worldwide revenue.

The Finalists

- Cline Davis & Mann and Genentech—Lucentis 15 Letters
- Draftfcb and Boehringer Ingelheim—Flomax Pilobolus Campaign
- Euro RSCG Life MetaMax and Sanofi-Aventis—Lantus/Apidra Expansion of Successful Team: Type 1 program to include Team Type 2
- MRM Worldwide (Princeton Office) and Bristol-Myers Squibb—Orencia Promise Program
- Siemens Inhouse Creative Services and Siemens—New Product Launch: Online Ysio Auction



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