

Best Total Integration Program for Small Companies

The Award

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

The Finalists

- AbelsonTaylor and Ther-Rx—Evamist Integrated Campaign
- Beacon Healthcare Communications and Allergan—Restasis “Doctor As Patient” Direct-to-Consumer Campaign
- Draftfcb and Duramed—Plan B
- Quiller & Blake Advertising and Ansell Healthcare—Power of Pink
- Saatchi & Saatchi Wellness and Transitions Optical—Healthy Sight Integrated Campaign

GOLD AWARD

Draftfcb and Duramed
Plan B

Plan B, the first emergency contraceptive to be sold over the counter (women under 18 require a prescription), launched amid political, religious and ethical controversy, fueled by misperceptions and confusions: It was mistakenly confused with the abortion pill, chastised for promoting promiscuity and incorrectly viewed as a substitute for routine birth control.

Moreover, the topic of unplanned pregnancy was viewed as “taboo.”

The “Because the Unexpected Happens” campaign set out to raise awareness and clarify the confusion around Plan B—what it is, what it isn’t and how to get it—and also to position the brand as an ally to women. “



She is consumed by the fear of getting pregnant and beats herself up for what just happened,” says Draftfcb of its target audience, women aged 18-30.

The \$13.4 million campaign, which ran between July 2008 and January 2009, used fully TV, print, digital (website, banners, video, mobile, custom units) and radio as primary awareness drivers. The web offered product info and access to a pharmacy request card,

while local radio was used during moments of high risk (the holidays, for example).

All communications leveraged the “Be Calm” element.

The contact plan focused on “moments of receptivity” to the message and flowed seamlessly through targets’ lifestyles—including messaging in restrooms, health clubs and family planning aisles, mobile and social networking—and created integrated custom content with partners like Cosmo’s Bedside Astrologer.

“Plan B found its audience where they lived, online and offline, with a clear, memorable message,” remarked one judge. “The integration of social media was a standout.”

Another judge felt that the campaign “delivered on changing perceptions of the market—making it feel big with a relatively small consumer budget.”

SILVER AWARD

Quiller & Blake Advertising and Ansell Healthcare
Power of Pink



“Power of Pink” was aimed at generating awareness among nurses in hospitals and clinics for Ansell’s “anti-allergies” examination glove, Micro-Touch NitraFree, and promoting a cancer-fundraising partnership with Susan G. Komen. The product was launched at a trade show; communications included direct mail, booth, print ad and party invitation. More than half the attendees visited the booth, 1,850 posted a glove on the Wall of Empowerment, and over 1,000 surveys were returned. “A great, simple idea,” said the judges.