

## FINALISTS

- Intouch Solutions and Galderma for restylane silk.com
- Klick and Astellas Pharma US for Myrbetriq Website Rebuild
- Saatchi and Saatchi Wellness and Merial: Nexgard for Nexgard for Dogs
- W2O Group and Apollo Endosurgery for The LAP-BAND System: It Fits integrated campaign
- Wunderman Health and GSK Consumer Healthcare North America for A Greater Kind of Branded Website



Lifescrypt is the most-visited online resource for women's health. Reaching 10M UVs each month, we're the first place women go for trusted content, information and connections that will help them make the most-informed health decisions possible—for themselves and for their families. Our core commitment is to educate, empower and inspire women to set achievable health goals for longer, more fulfilling lives. Lifescrypt is a trusted single-site destination with the largest social-media following in health. Our in-house editorial team, in partnership with Cedars-Sinai Medical Center, produces original engaging health and wellness content each and every day. Our suite of partnership opportunities provides scale across a spectrum of solutions ranging from broad awareness media campaigns to robust interactive educational destination, and acquisition-focused lead-generation programs. We partner with the leaders in research and analytics to prove success in meeting our clients' campaign objectives.

## Healthcare Marketing

# BEST BRANDED WEBSITE FOR CONSUMERS

Websites promoting specific branded medical products and services (brand.com) to the consumer audience. //Sponsored by Lifescrypt

## GOLD

**Nexgard for Dogs**  
**Agency:** Saatchi and Saatchi Wellness  
**Client:** Merial: Nexgard

Nexgard is a chewy beef-flavored treat that protects dogs from fleas and ticks. It's a new type of product in its category—one that's easy to administer because dogs love it.

Saatchi and Saatchi Wellness developed a brilliant launch concept that demonstrates that the treatment is a treat to give dogs and reinforces pet owners' love for their companion animals



and best friends.

Background video on the site features dogs eating Nexgard, begging for it and licking it off the home-page screen. Video introductions to the dogs

used in the campaign as well as the ability for site visitors to vote for their favorite dog and easily downloadable coupons are all incorporated.

On a budget of less than

\$100,000, the site helped drive \$140 million in US sales (double the first-year goal) and more than 7% market share in just six months. An agency representative said that based on sales, market share and demand, Nexgard is the most successful animal health product launch in the US—ever.

One judge found the concept refreshing, while others praised the site as engaging, fun, humorous, clear and easy to navigate.

"The design is simple and bold with great use of behind-the-scenes video and voting," one judge said. "It's easy to love—just like the product."

## SILVER

**A Greater Kind of Branded Website**  
**Agency:** Wunderman Health  
**Client:** GSK Consumer Healthcare North America

A consumer-centric approach helped drive 11+ market share within one month of Flonase's OTC launch and more than 1.2 million website visitors within two months.

"The site is fresh, engaging and jam-packed with content without feeling cramped," one judge said. "Nice use of animation. I loved the weather/allergy predictor tool."

