

FINALISTS

- CDMiConnect and Astellas/Medivation for Xtandi Take It On
- Digitas Health LifeBrands and Insulet for Ominpod Consumer Campaign
- HealthWork, powered by BBDO and CDMi and Genentech for Tamiflu Search Print Ad
- Publicis LifeBrands Evolvr and Mylan Specialty for LIFE HAPPENS. Be Prepared print campaign for EpiPen Auto-Injector
- Saatchi and Saatchi Wellness and Abbott Diabetes Care for You Can Do It

Healthcare Marketing

BEST CONSUMER PRINT CAMPAIGN

A minimum of two print ads in support of a prescription drug, medical product or service appearing in any consumer magazine or newspaper. OTC products are not permitted in this category. //Sponsored by MicroMass Communications

GOLD

Tamiflu Search Print Ad

Agency: HealthWork, powered by BBDO and CDMi
Client: Genentech

A nondisclosure agreement prevents us from revealing the information about this campaign that was included in its award submission.

Tamiflu is a prescription medicine for flu treatment and flu prevention in adults and children.

A Google search for "Tamiflu print ad 2014" and "Tamiflu print ad 2015" delivers images that are very similar to images used



in print and TV campaigns that won MM&M Awards in 2013.

The creative illustrates the tagline, "There's no such thing as a little flu" by showing giant-size flu sufferers dwarfing

their surroundings.

One of the Google-revealed ads shows a woman with a red nose and red eyes wrapped in a blanket on a bed that's barely big enough for half her body. Another shows a

man, with a similar look of red-eyed, red-nosed suffering, splayed across the majority of a living room. He's sitting on a sofa so tiny that it's hard to see with his head touching the ceiling. His arm is draped across a fireplace mantel and he's holding a tiny tissue.

"A big campaignable idea—it's visual and arresting," said one judge.

"A great iconic campaign that delivers great empathy," a second judge said.

Additional judges praised the campaign as smart, creatively bold, emotional and relatable.

micromass

Patient centricity. These words describe our focus for more than 20 years. As an agency with expertise in human health behavior, MicroMass builds marketing programs that are fundamentally different. Going beyond messages and education, we use evidence-based techniques from the behavioral sciences to engage patients and providers in a meaningful way—and to drive optimal outcomes. Our specialized programs address the complexities of behavior with strategies like motivational interviewing, cognitive behavioral techniques and problem solving. This seamless integration of science, art, marketing and technology allows us to meet brand objectives, drive lasting behavior change and engage people with products and solutions.

SILVER

You Can Do It

Agency: Saatchi and Saatchi Wellness
Client: Abbott Diabetes Care

With FreeStyle Libre, diabetes patients simply scan a wearable sensor to check glucose.

The You Can Do It campaign uses a photo-realistic illustrative style and some double entendres, such as "You Can Do It in Public."

Judges found it empow-



ering, clear, clever and scalable.

Results included record sales and 780,000+ social-media impressions.