

Titanium Award
BEST IN SHOW

Recognizes an exemplary campaign or marketing initiative (categories 3 to 25) that distinguishes itself as "best in show."

McCann Echo and Galderma for the Soolantra Rosacea Tough Topical Digital Animation Video

McCann Echo and Galderma won MM&M Awards this year in five categories (not including this one) for the Soolantra "Tough Topical" campaign. Among these, the digital animation video, which took home a Gold Award for Category 11 (Best Digital Initiative for Healthcare Professionals), was the only entry whose score made it to the top ten show-wide among winners of all categories.

Anne Whitaker, EVP/company group chairman at Valeant Pharmaceuticals and chair of judges for the 2015 MM&M Awards, described the overall campaign not only as memorable but also as a breakthrough.

"It conveys the strength of the product in a creative [and compliant] way," Whitaker said. "Other dermatology brands tend to personify or bring to life the packaging. [The Tough Topical campaign] brings to life the cream rather than the packaging."



The creative concept of personifying the power of Soolantra as a super-hero-type character is a unique approach in the category and conveys the treatment's unique efficacy in a way that clearly resonated with HCPs.

The animation was used as the problem-focused opening for e-details and as part of a booth draw at the March 2015 American Academy of Dermatology conference.

Results were outstanding. After just eight weeks on the US market, Soolantra commanded a 6.2% market share of the overall topical rosacea market (9.7% share in the

dermatology segment).

A postlaunch survey revealed that 60% of physicians were aware of the brand. At awards submission time, prescriptions were averaging nearly 5,000 per week and total revenue was tracking above forecast.

"To make Soolantra stand out [and get doctors to prescribe it], this team had to stretch to get the attention of dermatologists, who are writing tons of prescriptions for a variety of steroid creams already," Whitaker said. "They really had to change the behavior of both physicians and patients. They did a great job."