

FINALISTS

- Agency RX and Astra-Zeneca for #BeBRCAware
- Area 23 and Mollie's Fund for Free Killer Tan
- Grey Healthcare Group and Pfizer for Amy Purdy
- Intouch Solutions and AbbVie for Inside Inflammation Interactive Tour on CrohnsAndColitis.com
- Klick and Baxter Healthcare Corporation for Beat Bleeds app update



At Ogilvy CommonHealth Worldwide, we create inspiring solutions and deliver programs that address our clients' health challenges. Our expertise extends across all areas of consumer health and healthrelated communications—advertising and promotion, brand identity and development, digital marketing, market access, medical education, PR and strategy and planning—and all platforms of delivery. We openly collaborate with our clients to gather powerful insights about their brands, their market challenges and how to engage with their customers. Our community then uses these insights to form the strategies, fuel the creative ideas and build the innovative solutions that define the content of the programs that we deliver. From relationship marketing and data analytics through to sales training and scientific communications, at Ogilvy you'll find a community that's dedicated to growing brands and making a difference. By creating solutions that do more than inform audiences, we open people's minds and change health behavior.

Healthcare Marketing

BEST MEDICAL DIGITAL INITIATIVE FOR CONSUMERS

Any digital initiatives or apps aimed at consumers, offering information, tools, education or promotion relating to diagnosis, treatment or management of medical conditions and ailments. Includes apps, tracking tools, surveys, CRM programs, online video, mobile-texting, video games, contests, etc. //Sponsored by Ogilvy CommonHealth Worldwide

GOLD

Free Killer Tan

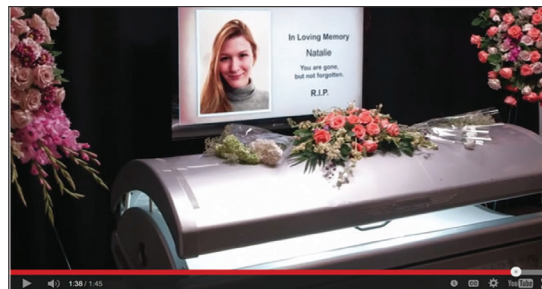
Agency: Area 23

Client: Mollie's Fund

Video of unsuspecting young adults who thought they were getting a free indoor tanning session but instead walked into their own mock funeral drove 2 million views on Facebook and YouTube combined.

"Challenging and unconventional with a strong message," one judge said.

"Great insight into target behaviors," noted a second judge. "The casket tanning bed is brilliant. Bravo!"



Area 23 reported that 1 million American young adults tan daily despite the well-known links between tanning and melanoma. Its nonprofit client Mollie's Fund, which focuses on melanoma prevention, wanted to inspire meaningful

behavior change.

"To truly to make a long-lasting, life-changing impact, it was important to make this issue personal and hard-hitting," the agency noted.

In addition to Facebook and YouTube, the video was also posted on Free

KillerTan.com and included elements that allowed visitors to spread messaging and drive additional site traffic through sharable free tanning coupons. Twitter outreach focused on sororities and fraternities and led to demonstrations to ban tanning.

Ninety percent of the 1 million YouTube video viewers were in the target audience and 95% of the 1 million Facebook viewers were among target audience. Thousands of young adults made proclamations on Facebook to never tan again and urged loves ones to do the same.

SILVER

#BeBRCAware

Agency: Agency RX

Client: AstraZeneca



This campaign aims to raise awareness of the BRCA mutation in ovarian cancer and increase testing. Original content, including patient stories and inspiring messaging, spans Facebook, Twitter, Pinterest, Instagram, YouTube and MyOCJourney.com. Judges described the campaign as excellent and sensitive and also noted that it connected well with patients and drove strong results.