

## FINALISTS

- 2e Creative
- Benchworks
- Natrel Communications
- The Navicor Group
- Sentrix Health Communications

## Healthcare Agency

# SMALL HEALTHCARE AGENCY OF THE YEAR

Recognizing outstanding performance by a healthcare marketing agency with US revenues of less than \$15 million in 2014. //Sponsored by Fingerprint

## GOLD

### 2e Creative

Sure, 2e Creative has some big clients, including Abbott Labs, Siemens and Alcon Labs, but it's the agency's passion for great work (which no doubt landed its impressive clients) that grabbed judges' attention.

"They're proud of their work and are very clear about corporate culture and values," noted one judge. "Their enthusiasm and desire to succeed [is evident]."

The St. Louis, MO—headquartered agency's culture is based on the idea that



success comes through inspiration. Its mission is to "drive change for brands that shape our world and positively affect the human experience."

"Working with 2e

Creative is like hiring a department full of senior-level strategists and creatives," one client said. "The agency develops and retains talent [comparable] to the senior-level talent at

any big NYC agency, while approaching your business and team creatively [and] with a collaborative and realistic approach. They look at marketing from a holistic and integrated perspective with a strong focus on metrics for measuring success."

At entry submission time, revenue was up 31% over 2014. Additional business highlights included the opening of an office in the Dallas—Fort Worth area; expansion of capabilities to include PR, corporate communications and regulatory affairs; and development of a digital media engagement platform for HCPs.



Defined by uncommon collaboration, bulletproof strategy and fearless execution, Fingerprint defies the typical advertising agency model. This high-octane environment fosters fresh thinking and dynamic results across a broad spectrum of industries. With three offices in New York and Pennsylvania as well as a full-service audiovisual production studio, Fingerprint is in constant pursuit of innovative strategic solutions. Refined thinking that turns into action. That sparks emotion. Engages audiences. Moves markets. Assembling a team of subject-matter experts across every discipline empowers Fingerprint to create exceptional work. That's uncommon collaboration. It's what energizes our team and our clients.

## SILVER

### The Navicor Group

The Navicor Group is an oncology-focused inVentiv agency headquartered Columbus, OH, that's very highly regarded by clients including Sunesis Pharmaceuticals.

Judges commented on the agency's "impressive collection of work," strong business growth (revenue was up 30%+ and a second office opened in Philadelphia) and glowing client testimonials.

