

FINALISTS

- Area 23 and Mollie's Fund for Free Killer Tan
- Area 23 and The diaTribe Foundation for The State of Diabetes
- Digitas Health LifeBrands and Gilead Sciences for Help Stop the Virus
- MRM/McCann East, The Masterson/SWOT Team, Proximo Gen and Cadient and AstraZeneca for Fit2Me
- Weber Shandwick and Novartis for Living Like You

Healthcare Marketing

BEST DISEASE/EDUCATION CAMPAIGN

Websites, TV ads or other media promoting awareness or offering information about specific disease states (disease.com) or health issues (issue.com). //Sponsored by Publicis Healthcare Communications Group

GOLD

Help Stop the Virus
Agency: Digitas Health LifeBrands
Client: Gilead Sciences

Judges were duly impressed by this campaign, which delivers empowering educational information built on the new knowledge that testing, prevention and treatment together can stop HIV. "Outstanding and spot-on," noted one judge. "The creative really pops—it's clean and fresh and not lecturing in tone," a second judge said. "The tone and tenor are very approachable."



Additional judges praised the campaign's stopping power and integrated look. Digitas Health LifeBrands explained that the campaign aims to "reset HIV knowledge" and drive awareness of positive changes in HIV treatment. Direct and encouraging

copy, bright colors, vivid metaphors and inventive animation and illustration are used throughout campaign materials. Content includes clear and easy-to-digest videos, which kicked off the campaign on YouTube and on the Help Stop the Virus

website in mid-2014. Video content is also presented natively and through extensive pre-roll and advertising on life-centric websites. Film festivals nationwide feature the videos. Digital content and resource materials are presented at conferences and in 830 US healthcare settings. Client community liaisons also distribute an array of educational and promotional materials. Results include 28 million online media impressions; 2.5 million content views; more than 700,000 video views; and 4.4 million completed pre-roll views (1.5 million on YouTube).



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SILVER

Free Killer Tan
Agency: Area 23
Client: Mollie's Fund

Video featuring reactions of people attending their own funerals (replete with a tanning bed casket) after being offered a free indoor tanning session boldly emphasized the link between tanning and melanoma and served as this campaign's basis. "Exceptionally creative and thought-provoking," one judge said. "Very simple and memorable," noted a second judge.

