

Best TV Advertisement/Campaign

The Award

Recognizes excellence in branded or unbranded TV ads or campaigns promoting a prescription drug, medical product or services, or disease awareness/education.

The Finalists

- Euro RSCG Tonic and GlaxoSmithKline—Advair Asthma Branded Television “I Never Knew”
- McCann HumanCare and GlaxoSmithKline—Attention TV “Perfume”
- MRM Worldwide and Sanofi-Aventis US—P.A.D Campaign “Someone Who Cares”
- Saatchi & Saatchi Wellness and AstraZeneca—Seroquel XR “Fade”
- Saatchi & Saatchi Wellness and AstraZeneca—Nighttime Heartburn

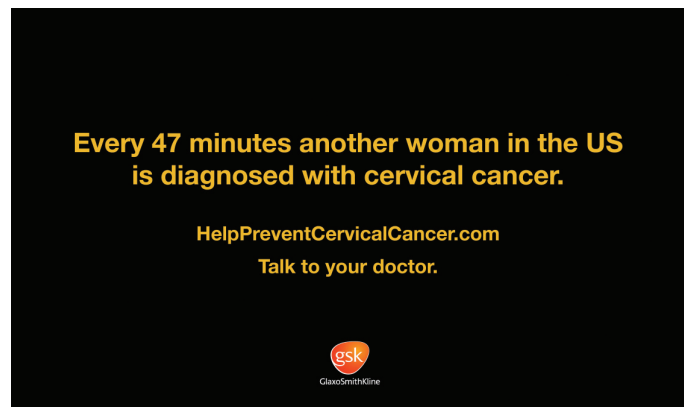
GOLD AWARD

McCann HumanCare and GlaxoSmithKline
Attention TV “Perfume”

Cervarix is a second-to-market HPV/cervical cancer vaccine. The agency explained that by “mimicking the tenets of the fashion and beauty category,” the campaign leads viewers to expect a perfume ad. Targeted at 19- to 25-year-old women, the ads were placed in entertainment, fashion and beauty magazines and ran during the 2010 Academy Awards.

“The ‘Perfume’ ad for cervical cancer awareness employs a familiar technique and then turns the tables on viewers to make a point,” noted one judge. “It effectively draws in its target audience and then hits them hard with a very clear and compelling message.”

“This ad is brilliant,” noted another judge. “Great market-



ing strategy, insightful advertising strategy and relevant execution sure to appeal to target. Great job!”

The agency said that helping the target audience understand the relevance of the risk of cervical cancer was critical to success. “In order to create demand for Cervarix, it was imperative to first reframe the category and expose the threat cervical cancer poses to young women,” the agency explained. “With a modest campaign budget, creating relevance for

this low-awareness disease required an engagement strategy that was highly targeted and used a contextual approach.”

The unexpected misdirect helped the team break through audience disinterest in the topic. “We knew that mentioning cervical cancer to a woman in her twenties in a scary way would lose her at the get-go,” the agency said. “Not only are serious health issues not on her radar, she also is highly skeptical of fear tactics in advertising.”

SILVER AWARD

Saatchi & Saatchi Wellness and AstraZeneca
Seroquel XR “Fade”



The insight that bipolar patients feel like they’re “fading into the background” during depressive periods inspired these compelling ads, which feature images of people in clothing blending into their environments. “The visualization of patients fading into the background yields a unique and eye-catching ad that stands apart from competitors,” said one judge. “Terrific execution of an insightful strategy,” said another. A third judge lauded the effort as “very campaignable” and “translating well into print and other types of interactive media.”