

Best Interactive Initiative for Consumers

The Award

Recognizes excellence from any interactive initiatives targeting consumers, such as online video, mobile and gaming.

The Finalists

- Cambridge BioMarketing Group and Alexion—HPP Rare Disease Day Campaign
- Digitas Health and Shire—Own It
- Flashpoint Medica and Genentech—informationaboutcancer.com
- RAPP and Pfizer—Viagra: Anti-Counterfeit
- Saatchi & Saatchi Wellness and Abbott Laboratories—The Virtual Doctor Visit

GOLD AWARD

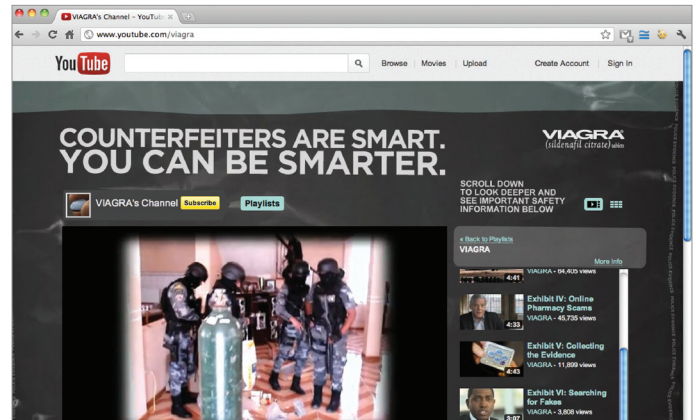
RAPP and Pfizer

Viagra: Anti-Counterfeit

According to RAPP, more than 1 million men unknowingly buy fake Viagra online from websites posing as legitimate pharmacies. This initiative, which included a series of 10 documentary videos created with an Oscar-nominated director and other interactive content, aimed to raise awareness of counterfeit Viagra among men who are over 50 searching to buy the drug online.

“Great strategy and execution on tackling the biggest challenge the brand faces at eroding market share,” said one judge. “This campaign is a visually arresting way to make patients think before buying.”

A second judge described the YouTube channel as “very compelling” and noted that



it “really opens your eyes to the dangers of buying drugs online that are not from the manufacturer.”

“The goal was to drive online buyers to view or interact with the content instead of that of counterfeiters,” the agency said. “Ultimately, Pfizer’s objective was to change their behavior—to get men who are looking to purchase Viagra online to buy from safe, accredited pharmacies.”

In the first four months, You-

Tube channel views topped 1 million (400% above goal). Hundreds of media placements were garnered, drawing an estimated audience of more than 200 million. And traffic at the Verified Internet Pharmacy Practice Sites website (Vippspharmacies.net) increased 69%. A survey revealed sharp positive changes in awareness of illegitimate online pharmacies.

“Powerful message,” said a third judge. “Strong and credible execution.”

SILVER AWARD

Digitas Health and Shire

Own It



Adam Levine, the lead singer of Maroon 5, partnered with Shire to educate young adults and encourage them to “own” their ADHD. Elements include a documentary-style online video and a Pandora partnership.

“One of the best fully integrated campaigns I’ve seen,” said one judge.

More than 570,000 people took the quiz. The campaign also drove 354 million impressions; more than 44 million video views (July to December); and a 44% increase over 2010 in Google searches of ADHD.