

Best Use of Public Relations

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GOLD AWARD

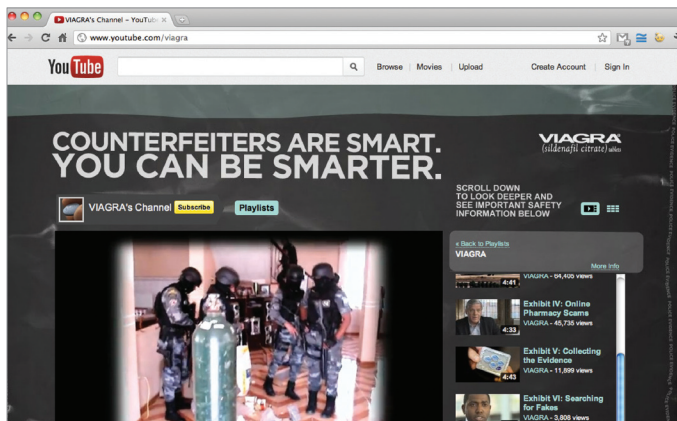
RAPP and Pfizer

Viagra: Anti-Counterfeit

Viagra is the most counterfeit drug in the US, with more than 1 million men buying fake pills online from thousands of websites posing as legitimate pharmacies. Most have no idea they're getting potentially dangerous imitation drugs.

This campaign featured 10 documentary videos created with an Academy-Award-nominated director to raise awareness among men over 50 searching to buy the drug online. "Features creative so compelling anyone will watch," said one judge.

The films' news appeal accelerated media interest. Videos and content were crafted to be rich in keywords such as "cheap Viagra" and "Viagra online." Search ads and banner ads targeted to sites and



keywords where men might be looking to make an online purchase also drove awareness.

All content drives audiences to the Verified Internet Pharmacy Practice Sites website (Vippspharmacies.net) to find out where to safely buy Viagra.

"Through the videos and a series of interactive experiences," the agency said, "men get a glimpse into an vast underground network of illegal counterfeiting."

In the first four months the

campaign garnered hundreds of media placements with estimated audience reach of more than 200 million. YouTube views topped 1 million (400% above goal). Vippspharmacies.net traffic increased 69%. A survey revealed sharp positive changes in awareness of illegitimate online pharmacies and their potential dangers.

"Very compelling approach, story and execution," said another judge. "Great results and a very smart strategy."

SILVER AWARD

Novo Nordisk

Drive the Switch™: Novo Nordisk Challenges Diabetes Patients to Re-Think How They Take Insulin



IndyCar driver Charlie Kimball, who uses Novo Nordisk's FlexPen, helped motivate patients to ask doctors about insulin-delivery devices. A donation to Diabetes Hands Foundation was tied to patient pledges to talk to doctors.

Community events, media and blogger relations and online outreach drove messaging.

"A truly integrated PR campaign at it best," said one judge.

Results included 11,453 pledges (500% over goal) and nearly 200 million media impressions.

The Award

Recognizes excellence for communications efforts promoting awareness and positive perception of healthcare products, services, corporations and organizations to consumers, employees, healthcare professionals, the investor community and other stakeholder groups.

The Finalists

- Coyne Public Relations and Pfizer Consumer Healthcare—Children's Advil Offers a Dose of Fever Relief for Parents
- MCS Public Relations and Head and Neck Cancer Alliance—Oral, Head and Neck Cancer Awareness Week (OHANCAW) 2011
- Novo Nordisk—Drive the Switch™: Novo Nordisk Challenges Diabetes Patients to Re-Think How They Take Insulin
- RAPP and Pfizer—Viagra: Anti-Counterfeit
- Spectrum Science Communications and RESOLVE: The National Infertility Association—Destination: Family



Paul Werth Associates is an independent, full-service communications firm that helps clients build brands, enhance reputations, and shape public policies. For five decades, Werth has been guiding clients navigate the changing tides of economic, social and marketing conditions. Our affiliation with the MSLGROUP enables us to offer clients global reach.