

Best Multichannel Campaign (Large Clients)

The Finalists

■ Arnold NYC and Sanofi for "Lantus multichannel Campaign"

■ CDMiConnect and Genentech for "Bigger Than" (Tamiflu)

■ Drafftcb—Chicago and Janssen Biotech (A Pharmaceutical Company of Johnson & Johnson) for "Stelara Psoriasis Warrior Integrated DTC Campaign"

■ Publicis Healthcare Communications Group and Sanofi for "Auvi-Q Campaign—Launch and Beyond"

■ Wunderman World Health and Novartis Consumer Health for "Prevacid24HR Perks"

The Award

Recognizes and rewards the best integration of different media for a single campaign for maximum measurable effect for clients' companies with \$15 billion or more in 2012 worldwide revenue

Gold Award

Publicis Healthcare Communications Group and Sanofi

Auvi-Q Campaign - Launch and Beyond

This team faced the challenge of launching Sanofi's epinephrine auto-injector, Auvi-Q, into a market in which a competitor had nearly 100% market share and been entrenched as synonymous with anaphylaxis treatment for more than 30 years.

The campaign highlights Auvi-Q's technological advances to establish it as the new standard of anaphylaxis therapy in the minds of HCPs and two consumer targets—at-risk adults and caregivers of at-risk children.

"The creative strategy was to create a single brand—



a supportive and engaging personality with an essence of confidence—that resonates across professional and consumer markets, and is relevant to both consumer targets," Digitas explained. "We leveraged the research insight that actually seeing and hearing Auvi-Q changed the minds of doctors who were otherwise ambivalent to the need for a new epinephrine auto-injector.

Judges were impressed by the ability to customize content by audience segment, as well as by the campaign's integration across channels and its customer focus.

"Good implementation of mobile web versus app strategy," said one judge. "Excellent segmentation, targeting and longevity."

Judges also commented on this campaign's strong, but confidential, reported results.

Silver Award

Arnold NYC and Sanofi
Lantus multichannel campaign



An unbranded portion of this campaign casts insulin as the most effective way to control blood sugar, while a branded portion touts Sanofi's Lantus as the best insulin option.

The integration, strategy and results impressed judges.

Results included more than 740,000 enrollments, as well as increased adherence among new and existing Lantus users.