

Best Use of Public Relations

The Finalists

■ Ketchum Washington DC and Office of the National Coordinator for Health Information Technology, U.S. Department of Health and Human Services for “Putting the I in Health IT”

■ Marina Maher Communications LLC (MMC) and Novo Nordisk (with The Rose Group) for “Novo Nordisk and Paula Deen Help People See Diabetes in a New Light”

■ Ogilvy Public Relations and Bristol-Myers Squibb for “Men and Melanoma: The Unexposed Target”

■ rudr finn and Roche Diagnostics Corporation for “Steve’s Mountain”

■ Waggener Edstrom Worldwide and Emergent Biosolutions and its development partners Aeras, OETC (a joint venture between Oxford University and Emergent BioSolutions), Oxford University, South African Tuberculosis Vaccine Initiative, and the Wellcome Trust for Hope, for “the First Tuberculosis Infant Booster Vaccine in 90 Years: Partnering to Advance a Major Public Health Issue”

The Award

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

Gold Award

Ogilvy Public Relations and Bristol-Myers Squibb

Men and Melanoma: The Unexposed Target

Though men are nearly twice as likely to die from melanoma, many campaigns don’t specifically target men, and most primarily focus on skin cancer in general. This campaign leverages men’s interest in football to drive melanoma awareness and screenings.

Research showed men would respond to a sports tie-in, and that a number of men in the NFL had a melanoma or skin cancer connection. Such NFL spokespeople were recruited as former Pittsburgh Steelers coach and current CBS Sports analyst Bill Cowher, former Baltimore Ravens offensive coordinator Cam



Cameron, and former NY Giants quarterback Phil Simms. Partnerships were established with advocacy groups.

“A very good strategic focus with the NFL,” said one judge. “Good message pull through.”

The campaign tagline “Melanoma Exposed: Screen. Protect. Know. Tell.” emphasizes a football game plan. Tactics include screening and educational events with NFL

partners; a PSA with Simms; a “Coach’s Challenge” website; a “Forward Pass” on Facebook that lets users alert friends to the melanoma risk; and a “Goalpost Avenue” game.

Reach on NFL digital channels was 42 million, and the Giants added skin cancer screening to annual physicals. The campaign also garnered 176 million media impressions and more than 40,000 unique website visitors.

Eighteen hundred people were screened at events. Surveys revealed 81% of event attendee respondents were more knowledgeable about melanoma; 74% would likely visit a doctor for a screening; and 86% would recommend screenings.

“A very well integrated and targeted campaign with solid results,” said a second judge.

Silver Award

Marina Maher Communications, Novo Nordisk and The Rose Group

Novo Nordisk and Paula Deen Help People See Diabetes in a New Light



This campaign centered on celebrity chef Paula Deen and her sons promoting type 2 diabetes treatment Victoza and a healthy lifestyle.

“The number one health-care PR campaign of the year,” said one judge.

Though the partnership stirred controversy, Victoza experienced one of its best-ever sales years.