



AT THE HELM

Olivier Zitoun, CEO and founder

PERFORMANCE

Favorable bottom line and continued growth

HIGHLIGHTS

Four AOR assignments across HCPs and consumer programs

Moved into new San Francisco headquarters and opened an office in London

New social-listening, analytics capabilities

Launched ShoutMD crowd intelligence platform

CHALLENGES

Laying groundwork to enable growth

For contact details, service offerings and client roster, see Agency A-to-Z, beginning on page 183

“We’ve expanded our work in diagnostics and medical devices”

—Olivier Zitoun

Eveo

More space, more locations and new leadership for a growing firm

Eveo Communication Group looks like it’s gearing up for growth. First sign: more space and locations. In May 2013 the agency moved into a new open-floor headquarters on Battery Street in San Francisco. Two months later Kim Middleton, formerly of Ogilvy CommonHealth, was named senior VP, managing director and placed in charge of Eveo’s New York office. And in September, agency CEO and founder Olivier Zitoun announced the opening of a new office in London.

Second sign: promotions and new leadership hires. In March 2013, Eveo named Fred Petitio as the agency’s new chief strategy officer and Tom Tully as chief technology officer. At the beginning of this year, Bob Ellis was promoted from director of client services to chief operating officer; Jim Norwood moved from senior controller to chief financial officer; and Robert Murhamer joined the agency as quality assurance director.

Third sign: new capabilities. Eveo’s new service offerings in 2013 included social listening, engagement and analytics. The agency is also adding a list of other capabilities: competitive mining, patient and professional customer research, behavioral and trend analytics, brand planning, strategic and tactical planning, measurement planning and tracking, mobile responsive development and mobile advertising.

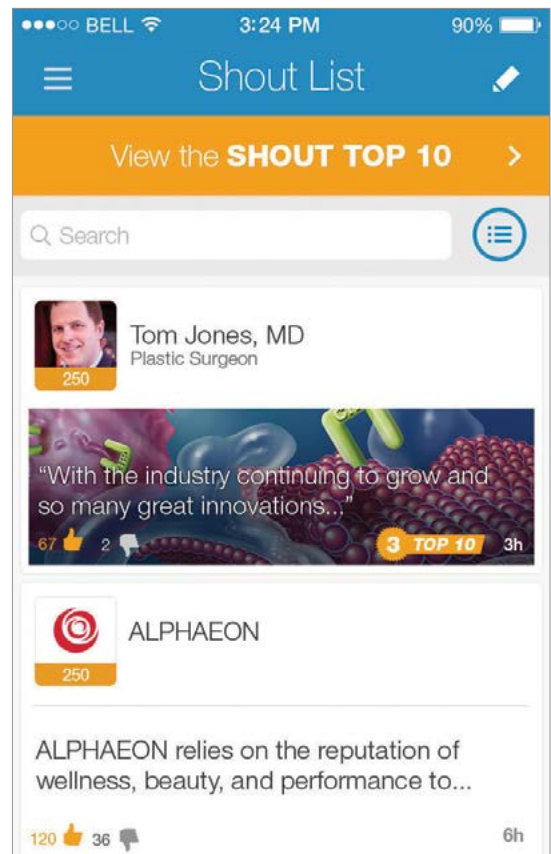
Then there’s the client work. In 2013 Eveo transitioned AbbVie’s Lupron, a GnRH analogue with a variety of indications; Actavis’s Crinone vaginal progesterone gel, which is indicated as part of reproductive treatment for infertile women; and Amgen’s anemia drug Epopen into AOR accounts, launched the overactive bladder indication for Botox, and expanded its diagnostics and device presence with Quest Diagnostics

and Abbott Diabetes. And Eveo launched ShoutMD, a crowd intelligence platform designed for specialty physicians with a shared interest in developing and promoting ideas to build their practices, winning an award in 2014 for its efforts.

“Eveo continues to partner with some of the world’s largest health brands,” Zitoun says. “We’ve also expanded our work with small- to medium-size pharma companies, marketing innovative new therapies across many therapeutic areas. Additionally, we’ve expanded our work in diagnostics and medical devices.”

While the agency can’t reveal the specifics of its financial performance, Zitoun says that Eveo had solid top-line results in 2013, contributing to a favorable bottom line and continued growth. He credits this performance to new AOR accounts and an expanded menu of offerings. And preparation for more growth didn’t end with the past year’s activities; Eveo continues to lay groundwork for bigger and better things.

“Eveo continues to expand the breadth and depth of our client relationships and we are thrilled to have been awarded four new AOR assignments, with multi-channel strategic and creative leadership across both HCPs and consumer programs,” Zitoun says. “We continue to add strategic and creative bench strength, expanding our capabilities in strategy and analytics, media, and mobile development while our senior leadership team maintains hands-on involvement in all aspects of brand development.” —Joshua Slatko



The ShoutMD crowd intelligence platform offers a forum in which doctors can share ideas