

## Small Healthcare Agency of the Year

### The Finalists

- ClinicalMind
- Dudnyk
- Havas Lynx
- ICC Lowe Trio
- Solstice HealthCommunications

### The Award

*Recognizes outstanding performance by a healthcare marketing agency with US revenues of less than \$15 million in 2013.*

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### Gold Award

#### Dudnyk

Dudnyk got high marks for breakthrough creative execution, strategic thinking and strong client testimonials.

“The agency demonstrates a strong ability to link key messages to emotional, powerful and memorable imagery,” said one judge.

Judges also appreciated Dudnyk’s work across diverse therapeutic areas.

In 2013 the agency won eight new brands, and billings hit an all-time high. Recent client work highlights include launching Nicox Ophthalmics’ Sjö, for the early detection of Sjögren’s Syndrome in patients with dry eye, and relaunching Jazz Pharmaceuticals’ pediatric oncology product Erwinaze.

“Working with Dudnyk has transformed the way I think



about marketing,” said a Nicox representative.

A second client recognized Dudnyk as “a brand’s greatest asset.” A third client noted that award-winning campaigns are expected and delivered from the Dudnyk team.

Several judges commented on Dudnyk’s strong and unique culture. An agency representative noted that a brand building

“Incite” process helps teams turn powerful strategic insights into bold, differentiating creative and motivating brand experiences that drive behavioral change among specialty physicians and their patients.

“Dudnyk produces really striking creative that demonstrates customer knowledge and strategic thinking,” a second judge said.



Defined by uncommon collaboration, bulletproof strategy and fearless execution, Fingerpaint defies the typical advertising agency model. This high-octane environment fosters fresh thinking and dynamic results across a broad spectrum of industries.

With three offices in New York and Pennsylvania, as well as a full-service audio/visual production studio, Fingerpaint is in constant pursuit of innovative, strategic solutions. Refined thinking that turns into action. That sparks emotion. Engages audiences. Moves markets.

### Silver Award

#### Havas Lynx



Havas Lynx’s rapid growth and strong client base impressed judges.

Recent work includes the HCP website launch for Eisai’s weight-loss treatment Belivq and a DTC campaign for Actavis’s Rapaflo (treatment of enlarged prostate symptoms).

Client testimonials extolled the agency’s expertise and passion for innovative ideas.