

Best Health & Wellness Digital Initiative for Consumers

The Finalists

- CDM New York and Novartis for Podhaler Pro
- Chandler Chicco Agency and Novartis Pharmaceuticals Corporation for CFurther: Planning for College and Beyond Webcast
- FCB Health and Gilemya for HEY MS, Take This!
- Rigler Creative and Kaiser Permanente for Every Body Walk!
- Razorfish Healthware and Videum Health Inc. for Videum.com | Health in Any Language



Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Groupe, PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, medical education, sales and marketing, digital, market access, and medical and scientific affairs. PHCG is dedicated to creating experiences that compel action, change lives, and amplify business outcomes. With nearly 5,000 employees, PHCG manages nearly 12 agency brands through 58 offices located in 11 countries.

The Award

Recognizes digital initiatives and apps offering consumers information, tools, education or promotion in the non-medical, health-and-wellness space. Includes mobile and tablet apps, measurement and tracking tools, online video, etc.

Sponsored by Publicis Healthcare Communications Group

Gold Award

Rigler Creative and Kaiser Permanente Every Body Walk!

Every Body Walk! is public awareness campaign that touts the health benefits of walking to motivate people to walk 30 minutes a day, five days a week.

Outstanding results were garnered on a \$500,000 budget, including Facebook reach of more than 2 million; more than 1.3 million unique website visitors; nearly 200,000 app downloads; and more than 100,000 YouTube video views.

“Excellent initiative,” said one judge. “It’s well-packaged and results are huge.”

“The Walking Revolution” documentary is the campaign centerpiece. It aired during primetime on Dec. 7, 2013, on an Atlanta NBC affiliate station



and also reached more than 95,000 online viewers.

EverybodyWalk.org includes a blog by ambassador physician Bob Sallis, video stories about people walking and more.

The free mobile app tracks time and distance walked and allows for easily sharing on social media channels.

“City Walk,” a show created in partnership with a public TV

station and its national satellite affiliate, has reached more than 2.5 million viewers.

The campaign also included release of results of a walking study in conjunction with the 2013 Walking Summit in Washington, D.C.

A second judge noted the campaign fulfills a great need and applauded the team for great execution, engagement and research.

Silver Award

FCB Health and Gilemya HEY MS, Take This!



This campaign authentically connects with MS patients across multiple channels, including a website, Facebook and Twitter. All elements of the effort embody the passionate, independent and courageous attitude of these patients.

Judges praised the team’s great use of patient insight, as well as the execution, creative, and campaign results.