

# Best Multicultural Campaign

## The Finalists

- 2e Creative and Siemens Healthcare for Siemens Healthcare Breast Cancer Density/Destiny Campaign
- Biosector 2 and Novo Nordisk for Ask.Screen.Know. Multicultural Diabetes Awareness Campaign
- GCI Health and Merck for Cuida Tu Diabetes, Cuida Tu Corazón
- Republica and Boehringer Ingelheim Pharmaceuticals for Boehringer Ingelheim & Sabado Gigante Collaboration
- XL Alliance and Valeant Pharmaceuticals for Besito: How a Little Kiss Rekindled the Love for Caladryl Among Latina Moms in the U.S.



Univision is the leading media company serving Hispanic America. Our portfolio includes 2 national broadcast networks: Univision, one of the top 5 networks in the country regardless of language, and UniMás. We also offer 12 cable networks, more than 130 local TV and radio stations and Univision.com, the most visited Spanish-language website. On the consulting side, we work with clients and agencies to develop and execute strategies to drive sales with Hispanics. We serve pharma marketers in the areas of Strategy, Research and Consumer Insights, Marketing and Media Services and Measurement.

## The Award

*Recognizes a healthcare marketing, awareness or educational campaign that targets specific ethnic or religious audiences, showing an in-depth understanding of the target market in both the strategy and execution.*

Sponsored by Univision Communications

## Gold Award

**XL Alliance and Valeant Pharmaceuticals International, Inc.**

**Besito: How a Little Kiss Rekindled the Love for Caladryl Among Latina Moms in the U.S.**  
After acquiring Caladryl, Valeant Pharmaceuticals hired XL Alliance to help revive the brand. An agency representative reported consumers felt nostalgic about Caladryl but sales were rapidly declining.

Research revealed that Latina moms, who grew up with their mothers using “the pink stuff” on them, were particularly nostalgic about Caladryl. They were also highly active online and influenced by pharmacist recommendations.

These insights fueled the creative concept of likening Caladryl to the comfort of a mom’s kiss. Throughout the “Besito,” or “Little Kiss” campaign,



mothers were shown saving the day with their magic kiss, and Caladryl was positioned as their secret “magic” tool.

“Audience insights unique to the Hispanic community led to a strong multi-platform customer experience,” one judge said.

A second judge applauded this team for translating the nostalgia insights into a clean campaign that conveyed messaging and brand attributes well.

Elements of the overall effort included a TV spot, Facebook ads and a new, mobile friendly bilingual website that features illustrated stories reminiscent of children’s books.

The campaign drove significant sales increases, a Facebook reach of 2.2 million, nearly 20 million total ad impressions, and more than 37,000 website visits. Caladryl also won distribution in Target and regained distribution in Walmart and Walgreens.

## Silver Award

**Biosector 2 and Novo Nordisk**  
**Ask.Screen.Know. Multicultural Diabetes Awareness Campaign**



Judges found this campaign thoughtful and impactful. They were impressed by spokesperson Rev Run (of Run DMC fame), who is authentically connected in multiple ways, including his risk factors and his father’s battle with the disease.

Results included about 500 million combined media and ad impressions and a Twitter reach of 75.7 million.