

## Large Healthcare Agency of the Year

### The Finalists

- FCB Health
- GSW
- ICC Lowe
- Intouch Solutions
- Ogilvy CommonHealth Worldwide

### The Award

*Recognizes outstanding performance by a healthcare marketing agency with US revenues of greater than \$50 million in 2013.*

### Gold Award

#### GSW

Last year was a banner year for GSW on many fronts. Early in the year the agency merged with inVentiv Health sibling Blue Diesel and subsequently reshaped the entire company around a new “Speak People” mission, which is about building human connections.

Judges awarded GSW high marks all around for innovation, strategic thinking and creativity. One judge called the agency’s “Speak People” positioning and campaign “innovative and important.” The agency developed and rolled out a number of innovative health content technology products, including an immersive application that turns trade show booths into virtual online experiences and a platform that allows reps to



deliver face-to-face, e-detail, remote and group presentations across multiple communication channels. Health Experience Project (HXP), a proprietary platform that releases digital, marketing, consumer, and healthcare trend reports through healthexperienceproject.com, also went live.

All told, GSW won 21 total new assignments in 2013. New business wins included significant expansion with long-time client Eli Lilly and with Amgen,

which awarded professional AOR designation for several brands and digital AOR designation for its cardiovascular franchise.

A highlight among recent outstanding client work was launching Tecfidera, Biogen Idec’s multiple sclerosis blockbuster, which one analyst called the “mother of all launches.”

Though confidential, multiple clients submitted glowing testimonials.

### Silver Award

#### ICC Lowe



Judges applauded ICC Lowe for creative and highly effective campaigns, which last year included multichannel, multi-audience launches for clients such as Allergan Urology, Biogen Idec and J&J.

Other achievements in 2013 included 25 wins worldwide, such as the Merck Companion Animal Health Portfolio, and more than 50 global awards.