

Best Use of Direct Marketing

The Award

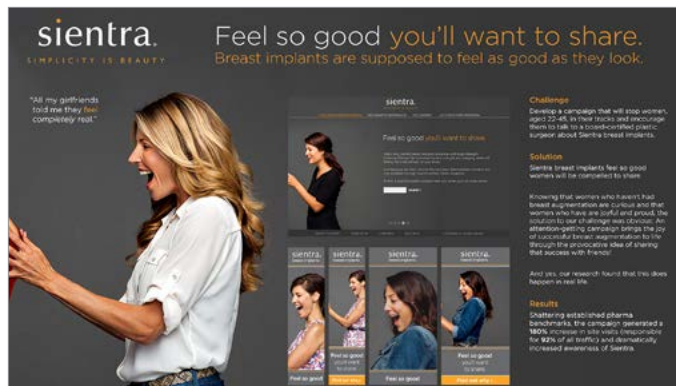
Recognizes marketing initiatives that individually target consumers, healthcare professionals or any other stakeholder audience, with the objective of inducing a response or specific action.

Gold Award Heartbeat Ideas & Heartbeat West and Sientra “Feel So Good”

As a third entrant in the breast implant category, Sientra needed to find a way to stand out. Heartbeat Ideas and Heartbeat West noted that brands in the category traditionally market to women in a demure way with very similar marketing materials.

For Sientra, the agency boldly and brilliantly used the key insight that women want to share their excitement about results of successful surgery by inviting friends to feel how real their implants feel.

The creative shows happy women in profile with hands poised to feel the breasts of someone outside the image frame. Copy reads: “Feel so



good you'll want to share. Breast implants are supposed to feel as good as they look.”

“Excellent value proposition, creative insight, and standout creative,” one judge said.

Another judge praised the campaign’s stopping power and creativity, noting it “left room to imagine what the patient thought of as perfect.”

Results for the campaign were outstanding. From September 15 to December 31,

website traffic jumped 180% (27,640 visits with paid media driving 92% of traffic), and 16% of visitors used the “Find a Doctor” tool (double the typical healthcare industry conversion rate). The display clickthrough rate was 46% above average.

“Great creative and impressive results,” a third judge said. “This campaign pushed the envelope in a compelling way.”

Silver Award DigitasHealth LifeBrands, EMD Serono and Pfizer Rebif Information Kit



The agency differentiated re-lapsing MS treatment Rebif by simplifying its information kit.

A “Strength in Numbers” concept, which provides a sense of comfort and camaraderie, is reinforced through patient ambassador and support community information.

A call center survey revealed the kit aided many patients’ decision to choose Rebif.

The Finalists

- DigitasHealth LifeBrands and Rebif® (interferon beta-1a) by EMD Serono, Inc. and Pfizer Inc. for Rebif Information Kit
- Dudnyk and Nicox Ophthalmic Diagnostics Sjögren’s Sunflowers series
- Heartbeat Ideas & Heartbeat West and Sientra for “Feel So Good”
- Marich Healthcare Communications and LA. Care Health Plan for L.A. Care Covered
- The Response Shop, Inc. and Humana for Humana Medicare SEP DRTV