

# Upping the Ante

A bit edgier, a tad riskier, this year's winners are inching along the creative continuum.

RX CLUB AWARDS 2003

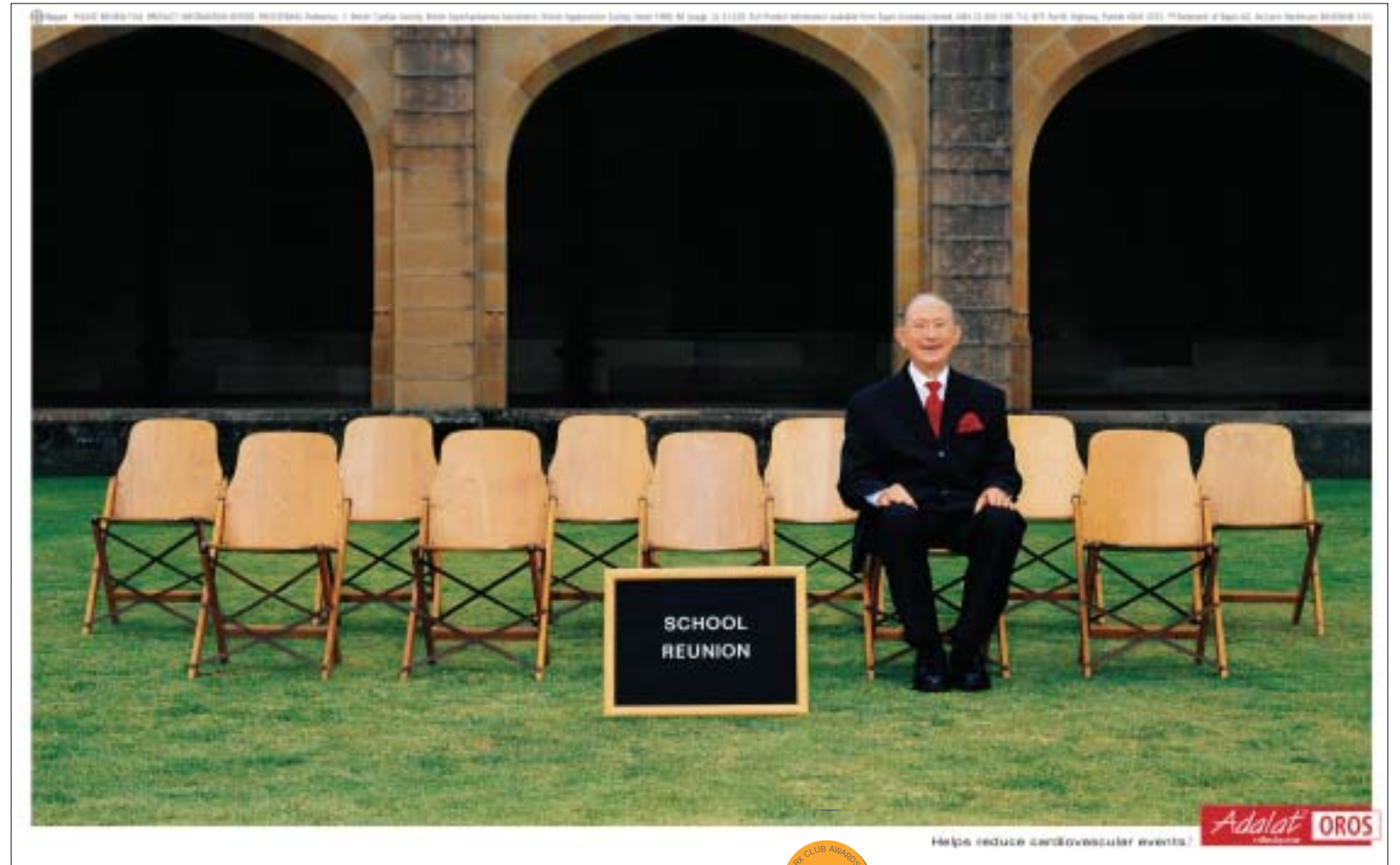
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BY JOANNA BREITSTEIN, SENIOR ASSOCIATE EDITOR

With overworked execs and underfunded campaigns, it is hard to believe that the ad industry has the resources to improve its creativity while churning out campaigns better, faster, and cheaper. But this year's Rx Club Awards winners show that a more sophisticated and risqué style is emerging—direct in message, clear on benefit, and confident in execution.

“When I judged the Rx Club Awards four years ago, it was pretty depressing,” says John Scott, creative director for Corbett Healthcare Group. “I judged it again this year, and it was much better. I won't say it was like night and day, but it was certainly more good work.”

In a market like today's, that's saying something. “The recession has made people nervous about doing provocative work,” says awards judge Barry Levine, associate creative director on the copy side for Abelson-Taylor. “Pharma's sales goals are as difficult as always, and they are given less budget to do those things. Some would argue that would be a natural situation to take more risks. But the majority [of product managers] take less because they think 'I have to at least make my "must" numbers.' So they go for the straightforward—asking



RX CLUB AWARDS GOLD 2003

Category Magazine Spread | Title School Reunion Agency McCann Healthcare/Sydney, Australia | Client Bayer Creative Director Hugh Fitzhardinge/Grant Foster Art Director Grant Foster | Copywriter Hugh Fitzhardinge Product Manager Steve Dube | Photographer John Curnow Typographer Bridget Pooley



RX CLUB AWARDS SILVER 2003

Category Campaign | Title Hepatitis Risk Ads | Agency DVC Worldwide | Client Schering Oncology Biotech Creative Director Richard Stueber | Art Director Dawn Lipman | Copywriter Tina Ryman



RX CLUB AWARDS GOLD 2003

Category Campaign | Title ReQuip - Defending Dignity | Agency Junction 11 Advertising/UK Client GlaxoSmithKline | Creative Director Richard Rayment/John Timney | Art Director John Timney Copywriter Richard Rayment | Product Manager Mark Lawson | Artist Photographer Bob Wing



for 'powerful' and 'safe' concepts and walking away from the riskier things."

In this environment, Scott says pharma advertising resorted to tried-and-true informational-style approaches. "People see an idea, and they know what it means because they have seen it before. Then you execute on it, and what you have is not fresh, or different, or unexpected, or surprising, or emotional. It just sits there, and it's a statement of the facts or a tired, old way of doing things."

While the industry, in general, may be inching along the creative continuum, the Rx Club Award winners prove there is excellence in creative happening at pharma ad agencies. Taken together, they tell of an industry striving to break out of a mold and find new ways to be creative in the conservative healthcare world.

**On the Edge**

This year's top entries were edgier than in the past. Many winning entries unflinchingly depicted patient symptoms in realistic situations, staying away from fields of flowers and smiling faces.

For its unforgiving portrait of the effects of Parkinson's Disease, Junction 11 Advertising earned a gold award for the campaign it developed for Glaxo-SmithKline's ReQuip (ropinirole). Borrowing the in-your-face tactics it used for Janssen's Risperdal (risperidone) campaign, for which it won a gold award in 2000, the campaign depicts situations where the product can help patients maintain their dignity by fighting the disease.

McCann Healthcare/Sydney took a similar approach, and a gold award, for its launch campaign in support of Sanofi-Synthelabo's Solian (amisulpride). Using stark imagery and an effective tagline—"the way back"—the agency presents the



RX CLUB AWARD  
**SILVER**  
2003

Category Launch Campaign | Title Vincent, Anthony, Patricia | Agency McCann Healthcare/Sydney, Australia | Client Sanofi-Synthelabo | Creative Director Hugh Fitzhardinge/Grant Foster | Art Director Grant Foster | Copywriter Hugh Fitzhardinge Product Manager Steve Dube | Photographer Tim Bauer | Typographer Bridget Pooley



RX CLUB AWARD  
**GOLD**  
2003

Category Public Service | Title Grace Internal Campaign | Agency Gerbig Snell/Weisheimer Client Gerbig Snell/Weisheimer Healthcare Initiative (GRACE) | Creative Director John Catania Art Director Anne Thomas/Jason Dean | Copywriter Jim Willis | Product Manager Dawn Siegel



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**The Thinking Behind the Poster** Corbett Healthcare Group designed this year's call for entries poster. Its goal was to motivate industry "to question the work that they do and challenge others to reach beyond the norm. We wanted this poster to become a rallying cry for creatives to get current, take chances, and stop hiding behind what others say pharma advertising should be. We believe we need to challenge ourselves, the media, and our clients to stop making excuses for invisible, safe, and forgettable messages. An Rx Club Award tells people they're on the right track."





BY CLUB AWARDS  
**SILVER**  
2003

Category Full Page Ad  
Title Tap Man | Agency  
Sudler & Hennessey/  
Melbourne | Client CSL  
Pharmaceuticals | Art  
Director Mark Webster  
Copywriter David Bacon  
Product Manager  
Sue McFadden  
Photographer Paul  
Hickman



BY CLUB AWARDS  
**GOLD**  
2003

Category Campaign  
Title "Mr. Rusty" Ad  
Agency Medical  
Broadcasting Company  
Client McNeil | Creative  
Director Charles Brown  
Art Director Jonathan  
Burrows | Copywriter  
Tom Mullins



BY CLUB AWARDS  
**SILVER**  
2003

Category Medical Office Poster | Title The Water Drop Torture | Agency Sudler & Hennessey/Milan, Italy | Client Abbott | Creative Director Bruno Stucchi/Angelo Ghidotti | Art Director Emanuele Tragella | Copywriter Angelo Ghidotti | Product Manager Luisa Cofrancesco | Artist Roberto Rolando



BY CLUB AWARDS  
**GOLD**  
2003

Category Full Page Ad | Title Good Time/Lifetime | Agency Publicis Wellcare Canada | Client Organon | Creative Director Duncan Bruce/Nigel Baines/Steve Lowden | Art Director Steve Lowden | Copywriter Nigel Baines | Product Manager Jason Broome | Photographer Anthony Cheung Photography

enormity of these patients' suffering. "School Reunion," developed by the Sydney, Australia, outpost of McCann Healthcare for Bayer's Adalat Oros (nifedipine), proves that it's possible to incorporate smiling faces in pharma ads without being trite. The ad grabs readers' attention by showing an unexpected and stark image that illustrates the prevalence and danger of heart disease: a smiling man, posing for a class reunion photograph, surrounded by empty seats.

DVC Worldwide's unbranded hepatitis risk campaign for Schering Oncology Biotech and Publicis Wellcare Canada's ad for Organon's contraceptive Marvelon (desogestrel/ethinylestradiol) display a slickness not typically seen in healthcare promotion. DVC used photos that spoke to the MTV generation, including images such as tattoos and body piercings, to capture the audience's attention and inform them how Hepatitis C is spread. Publicis also used photos and

an interesting play on words: The phrases "Good Time" and "Lifetime" were juxtaposed to clearly illustrate the product's indication. Other top agencies featured analogies of patient symptoms. Sudler & Hennessey/Melbourne used a strategically placed running faucet to convey the urinary symptoms of patients who may need Flomax (tamsulosin). For an unbranded medical-office poster, S&H/Milan applied the same concept in the



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Rx CLUB AWARDS  
**GOLD**  
2003

Category Mixed Media | Title Protopic  
Mixed Media | Agency Williams Labadie  
Client Fujisawa Healthcare | Creative  
Director James McGuire | Art Director  
Suzanne Richards/Laura Banick  
Copywriter Stu Ogletree/TJ Cimfel  
Product Manager Sue Ellen Knutson  
Artist Celluloid Studios

The mixed media campaign Williams Labadie developed for Fujisawa Healthcare's eczema treatment Protopic, which featured a cartoon of the very defeatable "Eczema Beast," stood out for its likability.



Rx CLUB AWARDS  
**SILVER**  
2003

Category Mixed Media | Title Measurement to Management Campaign | Agency Anderson DDB San Francisco | Client LifeScan | Art Director Jill Regan | Copywriter Rory Phoenix  
Product Manager Lisa Morris | Photographer Sue Bennett | Structural Designer Jack Morton

form of a leaky bottle. The Medical Broadcast Company illustrated the lack of mobility osteoarthritis patients experience with rusted objects in an ad for McNeil's Tylenol Arthritis.

In a day when stock images rule, illustration really stands out, says Rx Club judge Lori Spielberger, senior vice-president and creative director, copy, for Euro RSCG, Questar. Indeed, the mixed media campaign Williams Labadie developed for Fujisawa Healthcare's eczema

treatment Protopic (tacrolimus), which featured a cartoon of the very defeatable "Eczema Beast," received a gold award and stood out for its likability. Gerbig Snell/Weisheimer also received gold status for its illustrated Rhinocort Acqua (budesonide) 2003 calendar and its illustrated public-service ads for GRACE, the agency's public-service project that raises money and provides assistance to disadvantaged seniors.

It remains to be seen how the creative

work will change in next year's show. New FDA guidelines on fair-balance rules in print ads will give agencies more flexibility when working with the page's real estate, says Neall Currie, group copy supervisor for Palio Communications. "A lot of times a challenge like that brings out fresh solutions. But creativity still depends on the people, not the regulations." ®

See More 2003 Rx Club Award Winners Through Page 92. »

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**SILVER** 2003  
 Category DTC/OTC Print | Title Dedicated | Agency Concentric | Client Pfizer/Bextra | Creative Director Michael Sanzen | Art Director Sayan Ray | Copywriter Michael Sanzen | Product Manager Lance Tyler



**SILVER** 2003  
 Category Campaign | Title 12E45 Legs, 12E45 Arms | Agency Torre Lazur McCann London | Client Crookes Healthcare | Creative Director Don Nicolson | Art Director Craig Chester | Copywriter Chris Brewer | Product Manager Michelle Stocks | Artist John Turner

Category Cover  
 Title Noninflammatory Alopecia | Agency Advanstar Veterinary Healthcare Communications | Client Veterinary Medicine | Creative Director Greg Kindred | Art Director Alison Fulton | Copywriter Spring Suptic | Product Manager Sandy Hall | Artist Joan Beck



**SILVER** 2003



**One in four children just don't have it.**

Good vision is essential. It's a 2002 survey from the American Optometric Association that reports that one in four children in the United States have some form of vision problem that requires either corrective lenses or ongoing supervision. For the health of these children, their vision problems get overlooked. These problems get usually caught on a 2002 eye exam, physical and mental development.

Some of the symptoms to look out for include the following:

- Frequent blinking or eye rubbing
- Excessive eye movements
- Head tilting (left, right, down)
- Loss of place when reading
- Complaints of double vision
- Blurry or faded vision when you walk, see or drive
- Complaints of headaches or blurred or double vision

If you notice any of these symptoms your child should be given a thorough eye examination. To find out more information about vision problems in children, request a free eye chart from the American Optometric Association. Scientific articles at www.optometric.org.

**OPTOMETRISTS**  
 COMMITTED TO GOOD VISION

Category Poster | Title Good Vision | Agency Sudler & Hennessey/Melbourne, Australia | Client Optometrists Association Australia | Art Director Mark Webster | Copywriter David Bacon | Product Manager Robert Hilkes | Photographer Jamie MacFadyen

**SILVER** 2003

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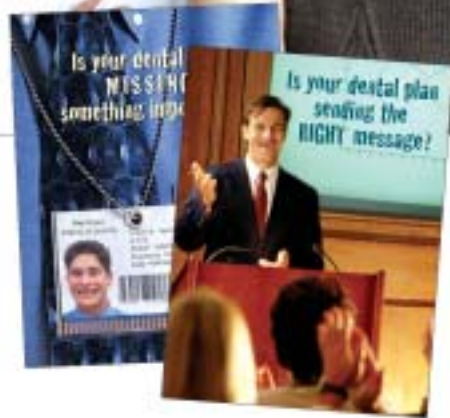
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RX CLUB AWARDS  
**SILVER**  
2003

Category Self-Mailer/Campaign | Title Missing Teeth Mailer | Agency Dudnyk HealthCare Group | Client OraPharma Creative Director Barry Schmader Art Director April Bartol | Copywriter Jen Bond | Product Manager Holly Shields



RX CLUB AWARDS  
**GOLD**  
2003

Category Mixed Media | Title Aranesp Singleject Campaign | Agency Abelson-Taylor | Client Amgen | Creative Director Kaye Kilgore | Art Director Debbie Lim | Copywriter Mary Jane Myers | Product Manager Al DeJesus



RX CLUB AWARDS  
**SILVER**  
2003

Category Sales Promotion/More Than Four Pages | Title Prevacid PED Sales Aid | Agency Abelson-Taylor | Client TAP | Creative Director Stephen Neale/Barry Levine | Art Director Brian Wheatley | Copywriter Jim Clarke | Product Manager Kristi Lengyel



RX CLUB AWARDS  
**GOLD**  
2003

Category Company Web Sites | Title WilliamsLabadie.com | Agency Williams Labadie Client Williams Labadie | Creative Director James McGuire | Art Director Suzanne Richards Copywriter TJ Cimfel | Structural Designer George Zrust



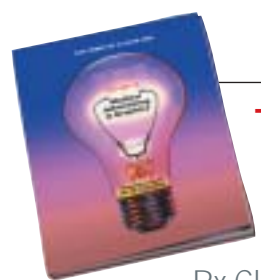
RX CLUB AWARDS  
**SILVER**  
2003

Category Product Web Sites | Title Rabies.com Agency Integrated Communications Corp. | Client Aventis Pasteur | Creative Director Chuck DeMarco/Bobby Defino | Art Director Enrique Heredia/Suzanne Elward | Copywriter Diana Stewart Product Manager Kathleen Kass-Leach | Director Video Anthony Donofrio

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**The Book** Ina and Carveth Kramer, founders of the Rx Club Awards, understand "The Power of a Good Idea"—and now present a showcase of the 2003 Gold, Silver, and Award of Excellence winners in a book by that name. The publication includes more than 400 images from the 2003 show, as well as industry stories written by creatives from past Rx Club-winning pieces. It sells for \$45 (plus shipping) and can be ordered online at [www.therxclub.com](http://www.therxclub.com) or by writing to Ina Kramer at [therxclub@aol.com](mailto:therxclub@aol.com). The book cover visual was created by Sudler & Hennessey/Milan.



2003 CLUB AWARDS  
**SILVER**  
2003

Category Envelope Mailer/Campaign | Title Dialogue on Acne | Agency Beauchemin Communication Marketing/Canada | Client Berlex Canada | Creative Director Marc McInnis | Art Director Patrice Boudreault | Copywriter Patricia Brown/Éric Hébert | Production Manager Benoit Robillard/Sylvie Nault | Artist Monic Richard/Richard Lafrenière | Structural Designer Éric Filteau | Production Director Mathieu Lebuis



2003 CLUB AWARDS  
**SILVER**  
2003

Category 3-D Models/Displays | Title Celebrex Knee Model | Agency PharmaDesign Inc. | Client Pfizer | Product Manager Wes Wilkes | Account Director Lisa Dec | Director of Industrial Design Matthew Coe | Production Manager Brian Gallagher/Michael Hayden



2003 CLUB AWARDS  
**GOLD**  
2003

Category Postcard Mailer, 3-D Mailer, Dimensional Mailer, Premiums | Title Agency Self Promotion Campaign | Agency Corbett Healthcare Group | Client Self Promotion | Creative Director John Scott | Art Director Greg Smith | Copywriter John Scott



2003 CLUB AWARDS  
**GOLD**  
2003

Category Calendars | Title Rhinocort Aqua 2003 Calendar | Agency Gerbig Snell/Weisheimer | Client AstraZeneca | Creative Director Lori Mastro | Art Director Brian Miller | Copywriter Kris McGlosson | Product Manager John Tabor | Artist Dave Groff



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Category Launch Campaign  
 Title Bike, Beach, Night  
 Club | Agency Torre Lazur  
 McCann London | Client Aventis  
 Creative Director Don Nicolson  
 Art Director Don Nicolson  
 Copywriter Matt Reid | Product  
 Manager John Dawber  
 Artist John Turner



Category Self-Mailer/Campaign | Title  
 Mastisol and Detachol Direct Mail | Agency  
 Dudnyk HealthCare Group | Client Ferndale  
 Laboratories | Creative Director Barry  
 Schmader | Art Director John Leitner  
 Copywriter Jen Bond | Product Manager  
 Holly Shields | Artist Steve Belkowitz

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The recession has made people nervous about doing provocative work.  
 But this year's Rx Club Award winners were edgier than in the past.



Category Educational | Title Cypher  
 Clinical Trials Book | Agency Sudler  
 & Hennessey Milan, Italy | Client  
 Cordis | Creative Director Clayton Love/  
 Rod Attenborough | Art Director Andrea  
 Caucino/Rod Attenborough  
 Copywriter Clayton Love | Product  
 Manager Paola Gaggio



Category Campaign  
 Title Speaks for Itself  
 Agency Paling Walters  
 Client Pfizer | Creative  
 Director Frank Walters  
 Art Director Andrew  
 Short | Product  
 Manager Hoori  
 Kaskanian | Copywriter  
 Sarah Sowerby  
 Photographer  
 Simon Thorpe

## VIDEOS



Category 30-Second Video | Type Single Entry | Title Clarinex "ROAM" | Agency The Quantum Group | Client Schering-Plough

Creative Director Bob Adsit | Art Director Thomas McDonnell | Copywriter Nancy Phelan | Product Manager Emerald City Design | Director Video Richard Gibson | Producer Video Mark Jaffee | Editor Video Karl Marx Editorial



Category Sales/Rep Training/Sales Meeting Type Single Entry | Title B.B. King Trailer Agency Anderson DDB San Francisco

Client LifeScan, Inc. | Art Director Jill Regan | Copywriter Rory Phoenix | Director Video Reiss Hill | Producer Video Annie Uzdavinis | Editor Video Peter Sorcher



Category Video | Type Education | Title Deoxyribonucleic Acid: 5 Decades of Discovery | Agency GREY Healthcare Group

Client Cold Spring Harbor Laboratory | Creative Director Karin Miksche | Copywriter Steven Hebert | Product Manager Charles Prizzi | Artist Charles Prizzi | Director Video Karin Miksche | Editor Video Jeremy Evans



Category More Than 30-Second Video Title Body Double Bob | Agency Anderson DDB/Canada | Client Codman | Creative

Director Ron Hudson | Art Director John Kyriakou | Copywriter John Kyriakou | Product Manager Mike McIntyre | Director Video Steve Gordon | Producer Video Fran Rutherford | Editor Video Bob Kennedy



Category Video | Title Tape Measure Agency Wunderman | Client Xenecal

Creative Director Joel Sobelson | Art Director Marcy Aronson/Elizabeth Elfenbein | Copywriter Bill Uscato/Ed Subitsky | Product Manager Kelly Pierson (Roche) | Artist Steve Oakes | Director Video Steve Oakes | Producer Video Dennis Conroy | Editor Video Curious Pictures

## THE 2003 RX CLUB AWARD WINNERS

5strong healthcare | Aakanksha Group | Abelson-Taylor | Academie Ogilvy | Adair-Greene | Adient | Advanstar Veterinary Healthcare Communications | Anderson DDB Canada | Anderson DDB San Francisco | Ariel Creative | AvenueA | Beauchemin Communication Marketing | Big Blue Communications | Biocom | Blue Diesel | BoxFire | BrainWorks Communications | Burke Visual Communications | Callahan Creek | Cambridge BioMarketing Group | Campbell Mithun | Concentric | Corbett Healthcare Group | Creativity in Practice | Donahoe Purohit Miller | CPE Communications | Dorland Global Health Communications | Dudnyk HealthCare Group | DVC HealthCare | DVC Worldwide | Eikon Advertising | Envision Group and The Quantum Group | Epic Brand Group | Euro RSCG Life, Becker | Euro RSCG Life, Central | Euro RSCG Life, LMP | Euro RSCG Life, Questar | Euro RSCG/MVBMS Partners | FBHC | FCB Healthcare NY | FCB Healthcare West | FFF Enterprises | Foote, Cone & Belding | Gerbig Snell/Weisheimer | Giant Creative Strategy |

GlaxoSmithKline | Goble & Associates | Grey Healthcare Australia | Grey Healthcare Group | Grey Worldwide | Hamilton Communications Group | Harrison & Star | HC HEALTHCOM | HealthEd | Healthworld Canada | Healthworld Helsinki | Healthworld Spain | Hurd Studios | I-SITE | inChord Communications | Integrated Communications | Interlink Healthcare Communications | Intramed Communications | JBRH Advertising & Design | Junction 11 Advertising/UK | KPR | Krell Advertising | Lane, Earl & Cox Advertising | LANGLAND | LIFE[Brands] | Lowe Bozell McAdams | Lowe Grob | Lyons Lavey Nickel Swift | MarketForce Communications | Medical Art Studio | Medical Broadcasting Company | Medicus NY | Medicus/Sydney, Australia | Medicus/ Toronto, Canada | MedMedia Campaign | Medsn | Medtronic Cardiac Surgery | Nelson Communications | NetPlus Marketing | Neumann Comunicacion | Noesis Healthcare Interactions | Ogilvy | Pace | Pacificom | Paling Walters | Palio Communications | PharmaDesign | Phase V Communications | Publicis Dialog | Publicis

Wellcare Canada | re:group | Ribotsky Worldwide | Rienzi & Rienzi Communications | Rockett Burkhead & Winslow | Roundhouse HealthAd | RTC | S + R Communications | Sentries | Sides & Associates | SimStar | Spanish Publishers Associates (Drug Farma Publishing Group) | Strategic Medical Communications | Sudler & Hennessey/Melbourne, Australia | Sudler & Hennessey/Milan, Italy | Sudler & Hennessey/Montreal, Canada | Sudler & Hennessey/Toronto, Canada | Sudler & Hennessey/New York, NY | Sudler & Hennessey/Sydney, Australia | Sudler & Hennessey/United Kingdom | Sugar | Sunbelt Graphics | The CementWorks | The Conectics Group | The Xchange Group | Thomas Ferguson Associates | Topin & Associates | Torre Lazur/Chicago, Illinois | Torre Lazur Communications | Torre Lazur McCann/London | Torre Lazur McCann/New Jersey | Torre Lazur McCann/Sydney | Tugare Comunicacao | Westwood Medical Communications | Williams Labadie | Willow Creative Group | Wishbone/ITP | Wunderman | XVIVO LLC

## JUDGES

**Enrique Alda**  
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Healthworld, Spain

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Chairman  
Accel Healthcare  
Communications

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Head of Copy  
Langland/UK

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VP Group Copy  
Supervisor  
Healthworld  
Communications Group

**Rita Brett**  
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Adair-Greene

**Tom Clark**  
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Integrated  
Communications

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Salamandra Images

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Cline Davis & Mann

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Y Brand, inChord

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Director, Copy  
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Director  
Juice Pharma Advertising

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EVP, Executive Creative  
Director  
KPR

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Creative Director  
Blue Diesel

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VP, Group Creative  
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Broadway Pictures

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**John Scott**  
EVP, CCO  
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**Robin Shapiro**  
VP, Group Creative  
Director  
Corbett Healthcare Group

**Adam Siers**  
Copy Supervisor  
Dorland Global Health  
Communications

**Loren Smith**  
Executive Producer  
Freelancer

**Lori Spielberger**  
SVP, Creative Director,  
Copy  
Euro RSCG Life, Questar

**Larry Star**  
CEO, Executive Creative  
Director  
Harrison & Star

**Dean Tepper**  
SVP, GCD  
Gerbig Snell/Weisheimer  
& Associates

**Roy Tuck**  
Creative Director  
Euro RSCG Life, Becker

**Frank Walters**  
Creative Director  
Paling Walters/UK

**Ted Whitby**  
SVP, Creative Director  
Pace



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