



Sudler & Hennessey: 8 Awards of Excellence

The creative efforts of **Sudler & Hennessey** (S&H) and their clients have resulted in eight awards of excellence at the 17th Annual Rx Club Show.

The award-winning campaigns were for: Altace® (*Family History* journal ad, and *Flash E-mail* from Aventis Pharma); Actonel® (*Once-a-week* motivational poster for Proctor & Gamble/Aventis Pharma); Pfizer Pharmacy Program (*Count on us to deliver* poster); Pediasure® (*Breakfast matters* journal ad from Ross Laboratories); Zofran® (*Body parts* direct mail from GlaxoSmithKline); Varilrix® (*Angela Anaconda* campaign also from GlaxoSmithKline); and Zoladex®/Casodex® (*How long will I live?* journal ad from AstraZeneca).

The final designation of merit, silver, or gold will be announced in New York City on February 12, 2004.

For more information about S&H, contact Mau Dutchak at (905) 858-9179, or Robert Martone at (514) 733-0073.

LXB to Launch Lupron® in Europe

Abbott International (Chicago) has chosen **LXB Communication Marketing** for the European launch of Lupron®, a prostate cancer treatment.

LXB has worked with Lupron for the last three years in Canada, and has earned the trust of Abbott's international team. LXB's focus in the next six months will be strategy, creation, and production of promotional material, as it prepares the first phase of the Lupron launch in six European countries. This is LXB's second international mandate this year, following on the heels of Axcan Pharma's European campaign earlier in 2003.

For more information, contact Paul Bergeron at (514) 284-3010, ext.227.

Sudler & Hennessey Toronto and AstraZeneca Partner on Seroquel®

AstraZeneca has selected **Sudler & Hennessey** (S&H) to be the advertising agency for one of their flagship brands, Seroquel®.

Both the Seroquel team and S&H are excited about this partnership and are looking forward to making even greater things happen with the brand.

For more information on S&H, contact Mau Dutchak at (905) 858-9179, or Robert Martone at (514) 733-0073.

Phase V: It's Hot Inside!

Despite frigid temperatures, there's no time for extended winter vacations at **Phase V Communications**, the Montreal-based arm of the Grey Healthcare Group. Staff is busy launching two new Johnson & Johnson Inc. oral care brands to dental professionals: Reach® Clean Burst™ floss and Reach® Access™ Daily Flosser. Phase V is also working on a number of other Johnson & Johnson assignments, including K-Y®, Penaten®, and Johnson's® Baby line of products.

In addition to work already started for Janssen-Ortho Inc. (JOI) in 2003, including promotional materials for new formulations of Risperdal®, as well as Concerta®, the Phase V team is focusing on the 2004 launch of Risperdal Consta, JOI's long-acting antipsychotic. Phase V was also awarded JOI's migraine franchise in October 2003, and followed through with the recent launch of Axert®.

Allan Portwine, Phase V Vice-President and General Manager, states, "The wide range of brands we are currently handling (in areas as diverse as the central nervous system, oral health, and baby care) is a good indicator of Phase V's unique versatility. Health-care advertising requires a thorough understanding of the science behind the products we promote, the messages our clients need to communicate, and the mindset of the health-care professionals we're trying to reach. That kind of understanding only comes from experience.

For more information, contact Allan Portwine at (514) 288-5557.



Cadence Healthcare Launches World Wide Web Site for FIGO

Montreal-based agency **Cadence Healthcare Communications** joins forces with MedEvents and the International Federation of Gynecology and Obstetrics (FIGO) to launch a worldwide resource in women's health issues: *ObGynWorld.com*. Cadence is the agency of record for MedEvents, which recently launched the site for FIGO at the 2003 FIGO Congress in Santiago, Chile in November. This marked the first-ever endorsement of a Web site portal by an international medical association, accounting for over 150,000 physicians worldwide.

Cadence is presently driving regional marketing initiatives to expand pharma's reach and marketing on *ObGynWorld.com* to this key target audience. Local companies interested in using *ObGynWorld.com* to disseminate information to obstetricians can contact Cadence's Principal, Michel Vezina (see below).

Among others, Cadence is handling accounts for Nasonex® and Pentaspan®, products marketed by Schering and Bristol-Myers Squibb (BMS), respectively. Cadence became the agency of record for Nasonex after winning the account in February 2003. Similarly, BMS embarked on an aggressive marketing campaign for Pentaspan in 2003, in partnership with their new agency, Cadence.

Cadence is expanding at a fast pace, and thus has moved to larger offices to accommodate the growing team. For further information, contact Michel Vezina at (514) 905-0901, ext. 230.

HMR Chosen for Bayer U.S. Project

HMR Worldwide is pleased to announce their recent partnership with Bayer Pharmaceuticals, stateside, to help build on the performance of Avelox®, Bayer's newest fluoroquinolone, and to generate new ideas.

Bayer has brought HMR into the northeastern market to spearhead grassroots initiatives intended to develop and implement new working environments. The idea is to incubate new ideas and create an environment of ongoing innovation, from the ground up, to discover effective tactical and strategic programs that will make a real difference to prescribers and patients, and to create a long-term, sustainable strategic advantage for Bayer.

For more information, contact Tom Sanner at (514) 282-3990, ext. 240.

A Strong Start For Allard-Johnson in 2004!

Allard-Johnson Communications is pleased to welcome Otto Bock as a new client within its portfolio of Wellness Group clients. A German-based company with Canadian offices in Oakville, Ontario, Otto Bock is the world leader in prosthetic and orthotic devices. Allard-Johnson was selected as Otto Bock's agency of record (AOR) after a very comprehensive pitch process during which both Toronto and Montreal Wellness teams showcased their superior proactivity and creativity.

Allard-Johnson was also selected AOR for Convatec after another comprehensive pitch involving four agencies, including the incumbent agency.

In addition, late in 2003, Allard-Johnson was appointed AOR for BioGentis, a new biotechnology company. Allard-Johnson's mandate is to help launch this new company, as well as its new products, in North America.

Finally, during the fall of 2003, the agency helped Stiefel launch its newest product, Stieprox®.

For more information, contact Mario Daigle at (514) 875-7400, ext. 330.

Beauchemin Teams Up With the CRS

Guy Beauchemin, President of **Beauchemin Communication Marketing**, is proud to announce that the Cancer Research Society (CRS) is now a client of the agency.

Beauchemin obtained a national mandate, and will create campaigns in both official languages. The agency will work on brand repositioning and direct marketing campaigns, and will design most communication tools used by the CRS.

The CRS is a Canadian charity that exclusively funds cancer research. In 2003, the CRS awarded a record \$6.3 million in grants to projects that had the best potential to make significant progress in fundamental basic cancer research, and in the development of new approaches in the treatment of cancer.

For more information, please contact Sylvie Nault at (514) 899-0508, ext. 241, or visit the Web site at www.beauchemin.com.

Gold and Silver for CPC at CMA!

CPC Healthcare Communications was a big winner at the recent Canadian Marketing Association Awards Gala, held in Toronto on November 15, 2003. CPC received the following awards for its work on the patient support program for Eprex® for Ortho Biotech, a division of Janssen-Ortho Inc:

- Gold, Customer Service Programs
- Silver, Pharmaceutical/Health Care (no gold was awarded in this category)

The Eprex Live Life Program™ was developed to support patients taking Eprex® for chronic kidney disease. The program has exceeded both patient and health-care professional expectations. CPC would like to congratulate Ortho Biotech for their vision in developing such an innovative and inspirational program.

CPC to Launch Somavert®

CPC Healthcare Communications has been selected by Pfizer to launch Somavert® in Canada.

Soon to be launched in Canada, Somavert® is the first new class of medicines called growth hormone receptor antagonists. Being the only medicine designed to specifically block the effects of excess growth hormone in the debilitating hormone disease acromegaly, Somavert® represents a major breakthrough in the pharmacologic treatment of the disease.

“We are extremely pleased to have been chosen as a strategic partner for the launch of this brand,” said Chris McEvenue, Vice-President and Principal at CPC. “We have had extensive experience working in biotech products in specialty categories such as this, so it’s a very good fit, both for Pfizer and CPC!”

For more information, contact Ken Book at (416) 494-9995, or visit the CPC Web site at www.cpchealthcare.com.

LYfe on Mars Touches Down at MECA Médiacomm

Creative director Eric Capel, whose accomplishments in health-care communications include award-winning print, broadcast, corporate, and multi-media campaigns for some of the world’s pharmaceutical giants, has launched his own agency **LYfe on Mars**, in association with health-care public relations firm MECA Médiacomm.

LYfe on Mars represents Eric’s vision of the ideal strategic and creative communications alternative, different from the way most other agencies operate and work with their clients. “It’s about choice,” says Capel. “Our vision for today’s marketers is an unlimited Web, or vast pool of creative talent encompassing a wide variety of disciplines. Our people are the best around at what they do. We allow ideas to flow across disciplines, and teams to come together on an as-needed basis, as needed by the client.”

“Our clients will be able to interact and work with the very people who create the ideas—not only saving time and money, but making sure that the direction is clearly understood,” said Capel.

Focusing on health-care communications for the last 10 years as National Creative Director for Sudler & Hennessey, Eric has contributed to the success of over 35 brands, spanning multiple therapeutic areas for professional, patient, and



MECA Médiacomm’s Carol Levine, and Eric Capel of LYfe on Mars combine forces to bring new “lyfe” to health-care communications.

consumer audiences. He was instrumental in translating core creative ideas to support several global brands in over 60 countries.

For more information, contact Eric Capel or Carol Levine at 1-888-764-6322, ext.227. [CPM](http://www.cpm.com)