

Beauchemin Wins Silver at New York RX Club Show

After securing the Relationship Marketing Association's (RMA) Flèche d'Or for direct marketing innovation and creativity in 2003, Beauchemin has won the prestigious RX Club Show's silver award in the direct marketing campaign category. Its campaign "Dialogue on Acne" for Berlex Canada's product Diane®-35, captivated the jury with its originality and shock approach, both in form and content.

The RX Club Show recognizes creativity in product advertising and promotion, exclusively for the pharmaceutical industry. Beauchemin was competing against 2,000 projects from around the world.



Mr. Jean-Robert Marcotte, Vice-President, Client and Corporate Affairs, Berlex Canada Inc (left) and Mr. Guy Beauchemin, President, Beauchemin Communication Marketing.

What's the background?

Since the launch of Diane-35 in 1998, Berlex Canada had catered most of its marketing efforts towards dermatologists and gynecologists. However, while research has proven that acne can have devastating psychosocial effects, such as poor self-esteem, isolation, and depression, a lot of young female patients with acne do not go to dermatologists and do not have access to the effective treatments they need.

GPs represent a very interesting market segment, as they prescribe 92% of all dermatologic products. GPs tend to classify acne as a dermatologic problem without severe consequences, and since acne treatment can be complex, GPs often refer acne cases to specialists.

Considering these factors, Berlex saw an opportunity to communicate to

GPs and other physicians the fact that acne needs to be taken very seriously.

What was the strategy?

- To organize CME conferences providing physicians with scientific information about the psychologic impact of acne and about the differences in progestins used in the treatment of acne.
- To create a shocking direct-mail piece as a CME invitation that would elicit an emotional response from the physician, and hopefully get him/her to attend. Previous advertising for Diane-35 was innovative; a standout piece would fit with the brand image.



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How was the campaign executed?

Beauchemin decided to be shocking in its approach and used a somewhat brutal image familiar to everyone: the “brown paper bag over the head” (an expression used in reference to someone who is not pleasing to the eye). The unusual mailing featured a brown paper bag that served as an envelope, with a caption on front that read, “At an age when they most want to be noticed, some girls might wear this bag to make sure that they’re not.” A personal-



ized letter, a registration form, and a “Dialogue on Acne” brochure completed the mailing. Interestingly, the campaign was designed to be sent out directly by the sales representatives, and extensive personalization became an attractive feature. Dates, locations, conferences, and speakers could be changed at will.

“It takes emotion to get the message across,” says Guy Beauchemin, President of Beauchemin Communication Marketing.

And the agency’s campaign does just that! In the pharmaceutical industry, like in any other, emotion should be at the heart of all communication. [CPM](#)

Ed Stapor President Euro RSCG Life Chelsea, New York

Ed Stapor began his career as Manager of Financial Planning and Budgeting at Hoechst Marion Roussel in Canada. Soon, Ed’s responsibilities grew. He became Manager of New Product Development, District Sales Manager, and then Senior Product Manager for Cardizem®. He was instrumental in turning Cardizem into the largest selling drug in Canada.



Ed also had a long and successful career at Lally, McFarland & Pantello (LM&P), first coming to work at LM&P Canada in 1993 as an Account Group Supervisor. Ed moved up the ranks of account management and in 1996, was named Managing Director, and later President of the Canadian office. He was responsible for the office’s operations and growth.

During Ed’s tenure as President of LM&P Canada, he guided the agency team to over 30 new product launches and major campaigns: Biaxin®, Pediatric Biaxin®, Diovan®, Epival®, Hytrin BPH®, Norvir®, Lescol®, Miacalcin®, Nasonex®, Prevacid®, and Rezulin®, to name a few. With Ed at the helm,

LM&P Canada won major new business pitches: Asmanex®, Cardizem CD®, Celexa®, Nasonex, Rezulin, Viagra®, and Starnoc. Based upon the successful growth of clients’ businesses, more than 20 agency assignments were awarded without a pitch.

It was with this strong background in the client and agency arenas that Ed joined the LM&P office in New York in 2001. Prior to his appointment as

President, Ed led the highly successful Protonix® brand, was the worldwide team leader for Lantus®, and was instrumental in driving new business with Berlex, Novartis, and Pfizer.

Ed received his MBA at Concordia University, Montreal, Canada.

Ed and his wife, Nathalie, and their children, Jeremy and Carolyn, reside in Princeton, New Jersey.

For more information, contact Ed at (212) 299-8504 or via e-mail at ed.stapor@eurorscg.com.