

LBX Selected to Promote Valeant Cosmetics

Following a selection process, Valeant Pharmaceuticals International, formerly known as ICN Canada Ltd., has chosen **LXB Communication-Marketing** to produce a series of Canadian advertising campaigns promoting some of its cosmetic products.

The products LXB will be promoting are Kinerase®, which reduces the appearance of wrinkles and fine lines, Glyquin®XM, used to treat hyperpigmentation, and Dermatix® Si Gel, a silicon gel that helps reduce scarring.

LXB's mandate begins immediately, and the first campaigns will be appearing soon.

Valeant is an international pharmaceutical company that develops and distributes cosmetic products for the treatment of certain skin conditions. Its products are available without prescription and may be recommended by pharmacists.

For further information, please contact Marc Lacroix at (514) 284-3010, ext. 234.

Phase V Communications Expands

Folks at Janssen-Ortho Inc. must have been pleased with the way **Phase V Communications** handled the recent launch of Axert®, Janssen-Ortho's acute migraine medication. So pleased, in fact, that Phase V has been assigned another two of the company's upcoming launches.

An important factor influencing Janssen-Ortho's decision to expand its involvement with Phase V is the agency's expertise in pre-launch activities, notably market research analysis, media planning, and tactical and strategic guidance.

Phase V will also be handling the launch of an innovative new product in dermatology for Stiefel Canada Inc. Nicole Faubert, Phase V Account Director in charge of Janssen-Ortho and Stiefel projects, links Phase V's continued success to client confidence based on past performance, as previous launch campaigns for both Stiefel Canada and Janssen-Ortho were extremely well received.

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

Publicis WellCare Wins Gold

Publicis WellCare is extremely proud to be the recipient of a Gold citation at this year's RX Awards in New York. The creative award, in the category of full-page magazine or newspaper ad, goes to the best ad from around the world for 2003. The winning ad, entitled *Good Time/Lifetime*, is for Organon's oral contraceptive brand. It shows a photo of the back of a woman in bed making love, with the line "Good Time", and a very similar photo of the back of the same woman in bed nursing a baby with the sobering message "Lifetime".

"We are honoured to be the recipient of such a prestigious award," said Derek Bryan, Managing Director of Publicis WellCare.

Prior to this latest accolade, Publicis WellCare garnered a Silver RX Award for "Oh Baby"—the 2001

Marvelon® campaign.

Publicis WellCare also received Awards of Excellence for four additional campaigns:

- a poster for Waltham pet supplements;
- the *Boxing Gloves* ad for Solvay Pharma's hypertension medication, Teveten®;
- the sales aid for the Canadian launch of Ferring's Minirin; and
- another provocative Marvelon ad entitled, "8 inches/8 centimetres".

In the past three years, Publicis WellCare has received a total of 20 RX Club honours over 13 of their brands.

For more information, contact Derek Bryan or Ann Gibbs at (416) 488-4509.

TAXI Founder Lavoie Makes Way for Two New Division Presidents

Continued growth in size and reputation has poised **TAXI** to push into new areas and initiatives. Effective immediately, TAXI founder Paul Lavoie, becomes Chairman to make way for two new division presidents.

Rob Guenette joins TAXI as President, overseeing both Toronto and Montreal offices.

“We first discovered that Rob shared TAXI’s commitment to creative problem-solving while he was our client,” said Lavoie. “His ability to apply common sense and inspire greatness match perfectly with TAXI’s brand.”

Guenette’s impressive 18-year career includes his receiving the Marketing Magazine’s “Marketer of the Year” team award in 1999 while he was Category Director, Hair Care at Unilever, and again in 2000 while Vice-President & Global Advertising Director at Molson. His recent experience as President of Flavour immersed him in the challenge of redirecting an agency, bringing to the fore his drive and entrepreneurial spirit to deliver strong results for that division.

Heather Fraser, becomes President of TAXI Health, a new division that builds on TAXI’s health-care reputation established by consumer and professional marketing successes.

“Heather is a builder, her ambition to take health-care marketing to a new level presents a perfect opportunity for Heather to spearhead a dedicated venture in this important field for TAXI,” said Lavoie.



Left to right (back row): Rob Guenette, President, Toronto & Montreal; Jane Hope, EVP TAXI Brand; Heather Fraser, President, TAXI Health; Ron Wilson, VP CFO; and Beth MacKinnon, VP Print Production Director. Front row: Paul Lavoie, Chairman; and Zak Mroueh, VP Executive Creative Director.

Fraser joined TAXI in 1994, bringing 15 years of experience from Procter & Gamble and Ogilvy & Mather. As one of TAXI’s key principals, she has played an important role in shaping TAXI’s success and many of its clients’ brands.

“There is a strong movement afoot to inject fresh thinking into health-care

marketing and communication programs,” commented Fraser.

The agency has current brand assignments at Pfizer including Viagra®, Zithromax®, and Detrol®.

“I was very happy to hear that TAXI was launching TAXI Health,” commented Veronica Piatek, Team Leader, Pfizer Canada. “The agency has proven over the last four years that it can extend its consumer expertise to the health-care sector, namely prescription pharmaceuticals. TAXI has solid strategic planning capabilities, outstanding creative, and works in great partnership with its clients to achieve great results.”

Lavoie will focus on evaluating international expansion opportunities for TAXI’s growing stable of core competencies. These include the aforementioned TAXI Health and Toronto divisions, as well as Montreal, Chokolat (led by President Jeff Spriet and dedicated to entertainment and branded properties), and expansion into new markets.

For more information, contact Paul Lavoie, at (416) 979-7001 ext. 241, or at lavoie@taxi.ca, or visit www.taxi.ca.

LXB Gets New Commissions

LXB Communication-Marketing has obtained two new international branding commissions from Abbott International (Chicago) and Axcan Pharma (Mont Saint-Hilaire).

In addition to three national accounts and an international commission, Abbott has also entrusted LXB with responsibility for developing the positioning and international creative program for Synagis®, a biotechnologic product that protects premature babies against a potentially serious respiratory virus.

Axcan Pharma has also broadened LXB’s responsibilities to include graphic design (packaging) for all products sold in Asia and South America, and marketing of Panzytrat® in Europe. Several other corporate projects are also being developed for the European market.

LXB Communication-Marketing works in the fields of mass communication, business marketing, and life sciences.

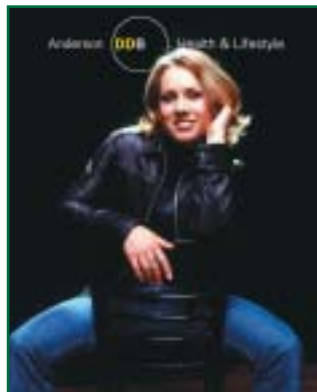
For further information, contact Paul Bergeron at (514) 284-3010, ext. 227.

Anderson DDB Sponsors Canadian Athletes

Anderson DDB Health & Lifestyle is breaking new ground for a marketing communications agency with an innovative sponsorship initiative to assist two of Canada's most up-and-coming young athletes. The company is teaming up with Olympic freestyle moguls skier Jenn Heil, the women's 2004 World Cup moguls champion, and world championship golfer David Morland IV.



World Cup moguls champion Jenn Heil on the slopes.



Anderson DDB will provide Heil with the funds to help her achieve her Olympic dream.

The athletic sponsorships by Anderson DDB are the first of their kind by a Canadian marketing communications agency according to True Gravity, the sports management organization representing both Heil and Morland IV. The sponsorships will help these athletes compete, by providing financial support for the 2004 season.

"Helping these young athletes compete and represent Canada fits perfectly with Anderson DDB's Health and Lifestyle positioning," said Kevin Brady, President of Anderson DDB Health & Lifestyle. "We specialize in marketing products and services that

positively enhance people's lives. Partnering up with athletes, who reflect healthy lifestyle choices, reinforces what we do and the kind of clients we service."

Funds from Anderson DDB are earmarked for coaching and competition costs, providing support for both Heil and Morland IV to enable them to excel within their respective sports. In return, both athletes will sport the Anderson DDB Health & Lifestyle branding on their clothing and/or equipment during competitions.

"For us, the sponsorship initiative is

also very strategic," continues Brady. "By backing a skier like Jenn in the winter, and a golfer like David in the spring, summer, and fall, we provide diverse, seasonal forums to showcase our support for amateur and professional Canadian athletes who compete in global arenas similar to our company, and will be seen by blue chip companies that we want to do business with.

"It's the kind of initiative and 'outside the box' thinking that personifies our agency and the services we provide to our clients."

Heil, a native of Spruce Grove, Alberta, is the 2004 women's World Cup moguls champion and is ranked #5 overall on the world freestyle circuit. She will be competing in the 2006 Olympic Winter Games.

Morland IV, of Aurora, Ontario, is a current member of the PGA Tour and is competing in many of the Tour events. Morland IV has already won three professional tour events in his career.

Healthworld Wins Rebif® Account

Healthworld Canada has recently been awarded the entire Rebif® advertising assignment by Serono Canada. Projects will include core advertising campaigns, as well as sales and direct-to-patient materials.

Rebif is Canada's most successful drug therapy for multiple sclerosis (MS), with over \$75,000,000 in annual sales. It is a highly effective treatment that reduces both the number and severity of MS relapses and slows the progression of physical disability.

"Healthworld showed an outstanding understanding of our marketing challenges," said Ross Glover, Director of Marketing, Neurology at Serono. "They did a lot of research and had some innovative ways to move forward."

"We're thrilled to add another account of Serono's calibre to our client roster," said Gord Schwab, Healthworld CEO and Creative Director. "We're looking forward to doing some truly innovative programs, designed to fuel their spectacular growth."

Serono is a Swiss-based biotechnology company specializing in autoimmune and fertility therapies.

Healthworld Canada clients include Androgel™ from Solvay, Aranesp™ from Amgen, Twinrix® (both DTC and ethical promotion) for GSK, and three new products from Swiss Herbal.

For more information, contact Denis Piquette at (416) 920-5045, ext. 229. [CPM](#)