



Lundbeck Picks MacLaren McCann

Lundbeck Canada has chosen M2H, a division of **MacLaren McCann Healthcare**, to launch the next major advancement in the fight against Alzheimer's disease.

M2H offers the unique mix of small agency intimacy and the power of the largest creative department in Canada.

Lundbeck, a Montreal-based pharmaceutical company, is a leader in neurologic and psychiatric treatments. This revolutionary new drug exemplifies the company's commitment to improving the quality of life in these areas.

For more information, contact Brian Honda at (416) 643-8571.

ads gets a great start

This summer, the Pariet™ Brand group awarded their mega brand, Pariet™, to the new **ads healthcare communications**. Ads was awarded this important brand in JOI's portfolio because of its ability to deliver on key strategic issues and because, in a demanding and competitive marketplace, ads healthcare has proven it can deliver on its mantra, "attitude is everything".

Pariet is a potent brand with a potent future.

For more information, contact Pam Stewart at (905)762-0144 or by e-mail at stewart@ads-ad.com.



Causing a Commotion

Commotion Communications has emerged from below the radar screen in a big way this year, with three major new business victories in Montreal, Toronto, and the U.S. Commotion now manages all Axcan Canada brands in Canada (Montreal-based) including Salofalk®, Urso™, Ultrase®, and Photofrin®. The agency was also awarded the U.S. marketing mandate for Urso and Photofrin.

Berlex Canada's oncology division (Montreal) has awarded Commotion the launch of its next major oncology product.

Furthermore, Medtronic's Diabetes Group (Toronto), a division of Medtronic Canada, global leader in implant health devices, is working with Commotion to promote its Paradigm® pump insulin delivery system.

"Our emergence in 2004 is due to the confluence of some interesting market dynamics," commented Lawrence Binding, President of Commotion.

"Health-care companies are looking for a new, exciting alternative to the old standbys and the Commotion business model seems to be resonating."

"We look forward to helping our three newest partners take their brands to new heights and we thank them for their confidence."

Commotion Communications, The Brand Momentum Agency, is a privately held, health-care communications company with offices in the Montreal and Toronto areas. Lawrence Binding, the Montreal-based partner, can be reached at (514) 938-8626. Toronto-based partner, Scott Bradford, can be reached at (519) 740-3364. **CPM**