



Allard Johnson Makes a Splash for Montréal 2005

The week of May 16, 2005 announced the airing of the televised version of the ad campaign created by **Allard Johnson** for the **Montréal 2005** event. Naturally, water is at the centre of the message, and indeed of the entire integrated campaign, which also includes radio, indoor and outdoor posters, newspaper ads, flyers and street marketing activities. In fact, all communication materials created by the agency evolve around the same theme, "Feel the wave of emotion," the goal being to encourage the public to seize this unique opportunity to be at the heart of the most important international aquatic competition.

Thanks notably to its creativity and enthusiasm, Allard Johnson was entrusted with advertising the North American première of the most prestigious sports event by **FINA**.

"From the very beginning, the Allard Johnson team was always exceptionally available and flexible and their concepts appealed to us immediately," explains Renée E. Séguin, Vice-President, Marketing and Sales, at Montréal 2005.

For more information, contact Mario Daigle, Associate, Executive Vice-President, Allard Johnson Communications, at (514) 875-7430 or by fax at (514) 875-7736.

ConvaTec Sends Kudos to Allard Johnson

In Health and Wellness news, **ConvaTec Canada** was recently invited to the ConvaTec head office in New Jersey where 165 marketers from 28 different countries (including the U.S.) had convened to evaluate ConvaTec Support programs

from around the world. Local programs were judged based on their creativity and their overall impact on consumers and health-care professionals. The Senior Vice-President of the Americas for ConvaTec Worldwide declared the Canadian program, created by **Allard Johnson**, the winner in the consumer category, against all countries involved. Franco Di Clemente of ConvaTec Canada accepted the award with great pride.

Paladin Goes BOOM

Following an agency selection process in Montreal and Toronto, **Paladin Labs** recently awarded AOR to **BOOM** to launch a major new product initiative.

"This brand demanded an ability to understand and address consumers, pharmacists and physicians. BOOM showed us these are all audiences they understand very well and talk to very convincingly," said Paladin Director of Marketing Mike Freeman.

BOOM is delighted to be working with the Paladin team on this key part of the Paladin product portfolio.

BOOM insider info

With 15 years in management, sales and marketing in Canada and the U.S., BOOM

welcomes Yves Levasseur to the team. Formerly an account director at **LXB Communication Marketing**, he has managed key specialist and GP accounts, as well as new product development. Yves began his career at **Eli Lilly** as a sales rep and moved to **Abbott Laboratories** as Product Manager, then on to **Axcan Pharma** as Manager of Business Development and Exports.

Mature brands look to BOOM experience

Who says you can't teach an old brand new tricks? BOOM has recently been working with **Novartis** on the mature brand portfolio. Look for new messages coming soon from Lamisil and Lopresor SR.



MarketForce Communications Recognized for Outstanding Creative Achievement

MarketForce, one of Canada's premier health-care communications agencies, takes great pride in some recently announced creative

honours.

The **Medical Marketing Association** honoured MarketForce with two gold medals at their IN-AWE awards. The awards are in recognition of their own print campaign, entitled Believe in Magic, and for their excellent use of photography created for **Allergan's** Botox Therapeutic. Chosen from over 800 other entrants throughout North America, these awards were presented on June 9, 2005 in Santa Monica, California.

Closer to home, MarketForce is

also extremely pleased with how they fared at the recent iCON Awards. The agency won 14 awards in categories that included direct mail, best marketing campaign, packaging and print advertising. They also tied for Best in Show and secured top overall honours in seven categories.

To find out more about MarketForce, please contact Andrew Brest at (519) 621-1245, ext. 288, or andrewb@marketforce.ca.

Anderson DDB takes on life with Manulife and CAA-Quebec

 **Manulife Financial**



Anderson DDB, Santé. Vie. Esprit. branches out from its healthcare roots and welcomes The **Manufacturers Life Insurance Company** to its expanding portfolio. The mandate encompasses advertising and promotion in the Quebec market

of all life insurance products co-marketed by Manulife and **CAA-Quebec**. "This new addition speaks to the breadth of our resources and to the spirit of the Anderson DDB Health and Lifestyle brand" says Joanne Belsito, Exec. Vice-President of Anderson DDB, Montreal.

For additional information please contact Joanne Belsito at (514) 844-9505 or Kevin Brady at (416) 960-3830.

C-Breeze Marketing Enters With a Splash

The health-care marketing industry introduces **C-Breeze Marketing**, specialists in brand and project management. With over 15 years of experience in the industry, the partners of C-Breeze Marketing bring a fresh and energetic, but reliable, approach to managing marketing projects.

C-Breeze Marketing prides itself on outstanding service as well as a strong commitment to executing marketing tactics on time, on budget and according to brand strategy.

"We are completely hands-on and manage a project from start to finish. When resources are lacking or when timelines are tight, we can partner with preferred suppliers to handle all details of a project," says Paula Di Giovanni, founding partner of C-Breeze Marketing.

With ever-shrinking resources, high staff turnover and an ever-changing environment, pharmaceu-

tical companies are faced with a great challenge—get more done with less. C-Breeze Marketing defines itself on this reality and whose mission is to ensure business continues and brands succeed.

For more information, contact Paula Di Giovanni at (514) 694-9599 or visit www.cbreezemarketing.com.



Hat Trick for LXB Communication-Marketing

Three campaigns drawing on **LXB Communication-Marketing's** signature Inventiveness® were honoured at the prestigious 2005 Summit Creative Awards. A panel of communication specialists from eight countries representing four continents recognized the agency's breadth of creativity by awarding it three Silver Summits.

In the *Trade Magazine/Newspaper Campaign* category, the agency took a Silver for its "Fast and Versatile" campaign for Prevacid by **Abbott**

Laboratories. LXB won two other awards for its **Telus Québec** campaigns, the first in the *Television* category for the spring/summer Telus commercial and the second for the series of Christmas 2004 campaign pieces for the **GlobeTrotter** Internet portal in the *Mixed media consumer campaign—local* category.

The Summit Creative Awards, now in their 11th year, are an international competition that awards the best work to ad agencies, production houses and multimedia agencies. Nearly 3,000 pieces from some thirty countries were submitted this year.

For more information, please contact LXB President and CEO Marc Lacroix at 1-800-463-4567.

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