



Creative to the Core

“First and foremost, we’re an advertising agency and we’re selling a product—brilliant creative! Everything else is cost of entry.”

HEIDI FORMAN, MANAGING DIRECTOR
MEDICUS CANADA

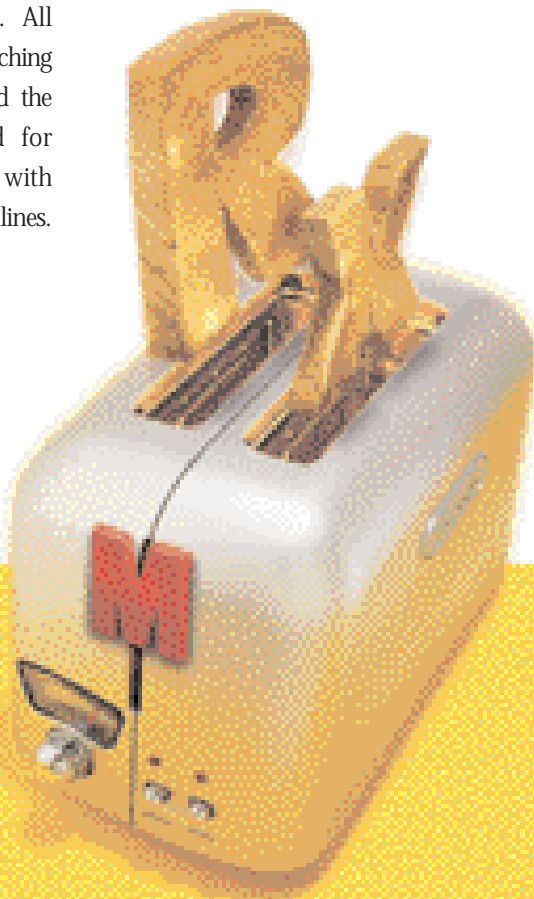
Creative rules at Medicus Canada. This is obvious from the moment you enter the bright, open-concept office space at 420 Wellington West, a stylish retrofit in the heart of Toronto’s fashion district. All available wall space is hung with eye-catching blow-ups of the agency’s work, and the boardroom, typically commandeered for concept development, is plastered with thumbnail sketches and scribbled headlines.

Medicus Canada has always emphasized and placed a premium on creativity. Marketing to busy physicians gives you next to no time to generate interest and sell product, so to be effective, creative has to grab attention fast and hold onto it. Medicus specializes in producing work that jumps out of the journals, makes its point immediately and gets remembered.

But the creative approach at Medicus extends far beyond the Creative Department. Creative thinking is the hallmark of business development and problem

solving in Account Service, Production and all the way up to the style of leadership coming out of the extensive global network to which Medicus belongs. At Medicus, it’s recognized that in an increasingly competitive environment, business interests are advanced by innovative strategic thinking, imaginative leadership and the versatility to respond quickly to sudden changes in direction.

Over the years, Medicus has accumulated a stable full of creative thinkers in every department. These carefully chosen people and this creative culture is at the core of Medicus’ success. It has translated into consistent realization of client business objectives, breeding trust and solid client relationships that last for years. Satisfied clients stack up from pharmaceutical giants like AstraZeneca, Bayer, McNeil, Sanofi-Aventis, Ortho Biotech, Roche and Teva Neuroscience.



MEDICUS – Creativity That Means Business

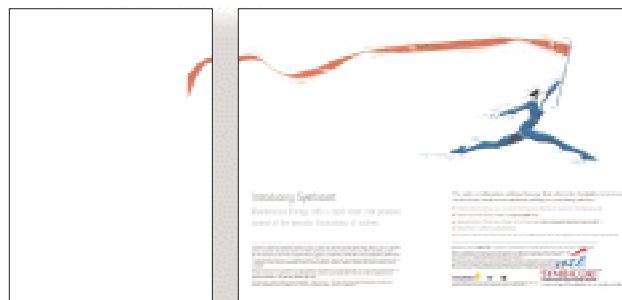
“With the Medicus team, there was always a way to achieve our goals”

Laurie Armstrong, AstraZeneca

Ms. Armstrong, now Director of Customer Marketing at AstraZeneca, partnered with Medicus as Brand Director on the successful launch of Symbicort in February of 2002. She says “dedicated” is the first word that comes to mind when she thinks of Medicus.

“There wasn’t anything we asked of the Medicus team that they said they couldn’t do. Our challenges were their challenges, and our needs were their needs. There was always a way to achieve our goals. That was one of the key things to our success.”

“The chemistry we had at the time of the launch was another key to success,” adds Armstrong. “The people on the client side and the agency side have to really click. You have to enjoy each other tremendously, and especially during a launch—it’s so stressful. At 12 midnight you have to still like each other,” she laughs.



Creative Leadership

Heidi Forman, Managing Director of Medicus Canada, is a long-time champion of brilliant creative and brings her own considerable creative approach to leading the agency, developing relationships and advancing the business.

With almost 20 years in health care, Forman has accumulated a wide range of experience. After practicing as a respiratory therapist, she began her advertising career in 1988 as an account executive at Ogilvy & Mather working on the Glaxo respiratory business. It was here that

Forman discovered a passion for great creative and its power to move and influence customers. She joined Medicus Canada in 1993 as Account Director, and subsequently accepted a position at Medicus New York in 2003 as Group Account Director of the AstraZeneca respiratory team.

Leading to her appointment as Managing Director in Canada, Forman has been instrumental in developing key partnerships and maintaining lasting relationships both with clients and the

people she works with day-to-day.

It is often said that we judge a leader by the standards they set for themselves. In Forman’s case, her personal dedication, passion and discipline are immediately identified in her leadership style. Her relationships with clients and with her colleagues are built on a philosophy of transparency, network integration, flawless execution, a recognition of talent and a “creative is king” mentality. Her ultimate goal is clear: to consistently bring out the best creative product in the industry.



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A First-Class Organization

JASON FLOWERDAY, ORTHO BIOTECH

Now Product Director for Eprex at Ortho Biotech, Jason Flowerday worked as Product Manager with Medicus on the relaunch and repositioning of Bayer's antibiotic, Avelox. He describes Medicus as a first-class organization.

"The relationship with Medicus was one in which the Medicus team considered themselves partners in the work that we were doing on Avelox in everything from celebrating the highs to working through the lows," says Flowerday.

"A lot of work led up to a tremendous relaunch for Avelox and ultimately a very strong acceptance from the sales force, which has really been instrumental in accelerating the brand's growth to its current position as the number one brand in its class."



"I believe that we're hired because we're smart, collaborative people who can help our clients drive their businesses forward," says Forman. "However, first and foremost, we're an advertising agency and we're selling a product—brilliant creative! Everything else is cost of entry."

Returning to Medicus Canada from the New York office, Forman sees more similarities than differences between the US and Canadian markets. On both sides of the border, the current challenges require more innovative thinking than ever. Clients are constantly looking for more "wow," added value and proactivity—a standard approach just isn't good enough anymore. Forman also

notes that with fewer brands coming down the pipeline, more ingenuity is required to mine existing relationships and develop internal resources in order to grow.

Creative Integration Is The Key To Success

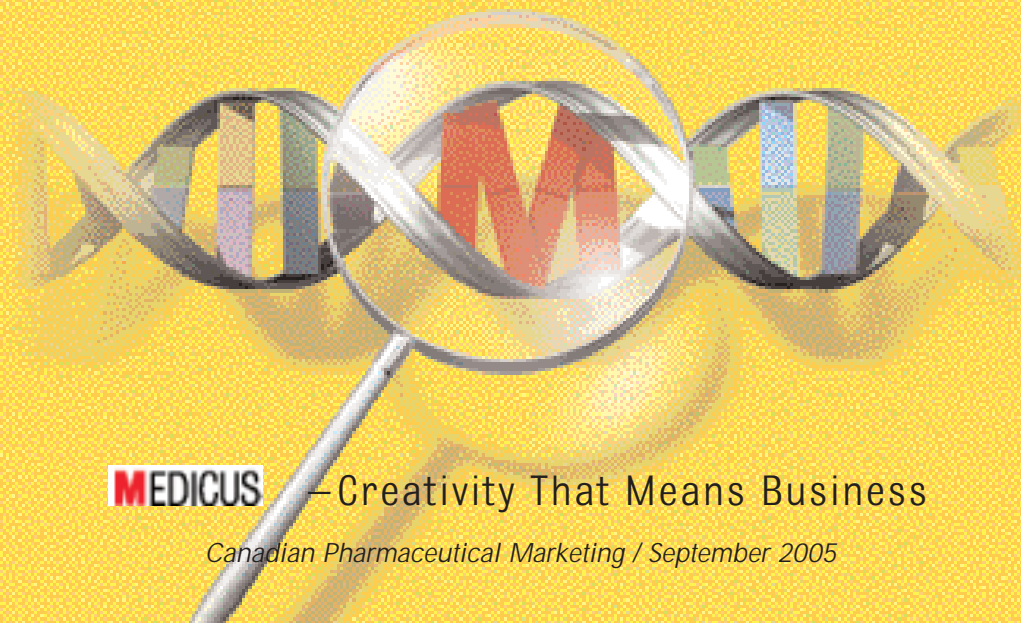
Harnessing the resources of a larger network is critical to dealing with ever-increasing competition and expanding global versus domestic branding.

Here Medicus draws strength from network integration, an area in which its parent conglomerate, Publicis Groupe, is recognized as a definitive leader.

Operating in 109 countries across the world, the Publicis Global Network consists of giants in health-care advertising, consumer advertising, innovative media, public relations and direct marketing.

Nick Colucci, President and COO North America, is charged with bringing together and fostering synergies between many of these organizations—a task that requires no small measure of resourcefulness and imagination.

"We believe that clients these days, with the complexity we have to deal with in the marketplace, are looking for optimal communications and marketing solutions. By organizing the groups the way we do, we've created an environment whereby



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our relationships with those clients are established by us having little or no bias outside of doing what's best for the brand."

The creation of these relationships paves the way for a type of seamless integration through which companies like Medicus Canada collaborate to bring the best solutions to their clients. Colucci notes that Medicus provides the best of both worlds: the agility and specialized service of a boutique agency as well as the expanded resources and skill sets that would be impossible to access outside a large network.

Jason Flowerday recently experienced the value of Medicus' network integration in his new role as Product Director for Ortho Biotech's Eprex.

"Recently I had the opportunity to work with strategist Joe Renzler from Medicus' New York network in combination with the Canadian team. This partnership revealed the depth of expertise that's available outside of the Canadian organization and how that expertise can help a brand like

Eprex identify strengths and, in a very expedited fashion, get us to a number of potential positionings and platforms that we could quickly test and gain some fast feedback around."

This type of network approach is especially applicable in a global branding versus domestic branding situation.

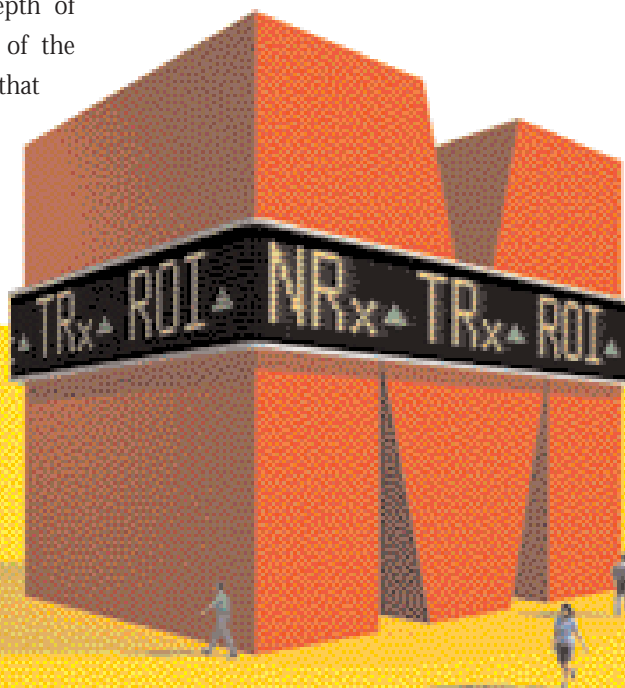
"Communication is a colloquial science," says Colucci, "Global brands are all about collaborating and knowing how to solicit the right kind of input from different cultures and different countries around the world to create a common vision and strategic platform. That's why I think a partnership like the one between Medicus and Publicis can offer so much. We ourselves have to learn to think on a global scale to exist in our own network, so we can help our clients get better at recognizing the platforms relevant to their businesses."

But, whether it's working in Canada, the US, or globally, Forman notes that success anywhere is driven by the same thing: people and their talents.

"Creative brilliance, leadership, resilience, optimism, collaboration and good judgement are all the qualities necessary for deep and meaningful relationships with clients and peers," says Forman.

Creative Directorship

Creative Director Robert Vosburgh has been an integral part of Medicus since the early 90s, when he merged his own agency with Medicus. He returns after leading other agencies, working most recently as VP Creative Director at MarketForce. With 28 years in the industry, he has launched numerous key blockbusters in many disease areas.



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Vosburgh was drawn back to Medicus because of its core respect for creativity, its strong leadership, network clout and its depth of talent. People are at the centre of his leadership philosophy. "It's all about teamwork; we all work as a single organism to exceed expectations each and every time."

Vosburgh's priorities as Creative Director are to mentor talent, grow the client roster, nurture current business relationships and spread fun and a real passion for the creative process. He sees Medicus as the kind of company creative people are drawn to, because it has an environment that places a premium on creative expression and memorable advertising.

Creating The Right Team And Letting Off Steam

Colucci, Forman and Vosburgh all emphasize the fact that people are what drive success. However, finding good

people and building a pithy team takes work. Colucci says the right people possess the three "I"s: intellect, initiative and integrity.

Once the right people are in the door at Medicus, the philosophy of operation embodies the three "C"s: communication, creativity and collaboration, all of which ensures a team with depth, talent and a personal interest in doing the best for brands.

"The team at Medicus relentlessly pursues creative business solutions for our clients," says Sheilagh Commeford, Director of Client Services. "We know what it takes to meet the competitive demands of this industry. After all many of us have been there, on the client side."

And while commitment to the job is paramount, the Medicus Team and their clients agree that fun at work is an essential part of success. Happy employees don't leave.

"Laughing is always good. Don't take things too seriously, try different things,

experiment and create an environment that allows for mistakes...as long as they aren't costly mistakes," says Vosburgh.

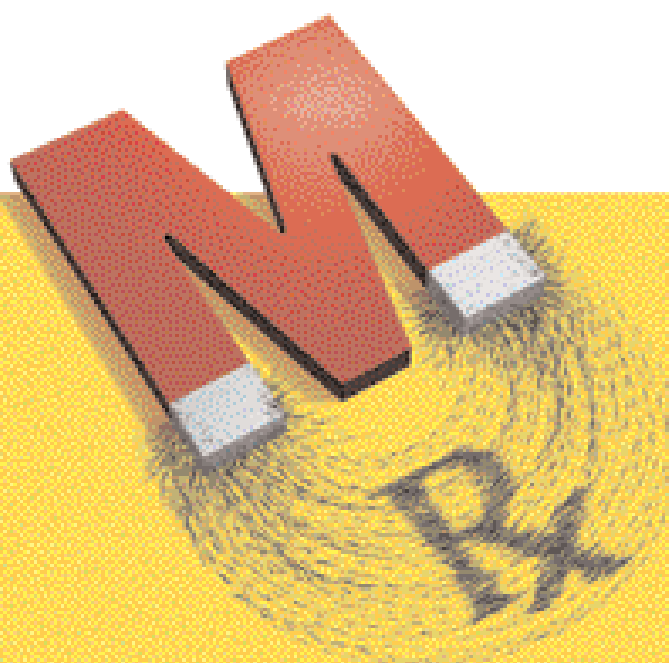
Overall, Medicus Canada is here to grow and help clients grow their brands. Forman elegantly sums up the Medicus brand as "irreverence with a modicum of discipline."

"We should zig when our competition zags, take risks, be a bit crazy, push for greatness, but do so with a backdrop of discipline. It will filter out the extraneous, inefficient bits and ensure we keep our focus," she says.

And that focus, at the end of every day at Medicus, is on making brands shine through the medium of brilliant creative.

CPM

For more information on Medicus, contact Heidi Forman at 416-205-8229.



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