



Jeffrey Simbrow awarded brands; is awards finalist

Jeffrey Simbrow Associates Inc. (JSAI) has recently been awarded Arthrotec and Zyvoxan, two new brand assignments at **Pfizer**.

JSAI has also been selected as a finalist in three categories at the **Medical, Marketing and Media Awards**, to be presented in New York in November 2005.

Out of the 474 submissions from Canada

and the US reviewed by a panel of 39 judges, JSAI was selected in the following categories:

- *Best Use of Direct Marketing to Health-Care Professionals* for the “Triathelete of GERD Therapy” campaign (Pantoloc)
- *Best Individual Product Advertisement in Consumer Press* for the “Me, Myself and I” campaign (Botox)
- *Best Overall Campaign in Consumer Press* for the “Me, Myself and I” campaign (Botox)



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LXB creates a masterpiece for INAMED Aesthetics

Canadian agency **LXB Communication-Marketing** has taken a very unique approach to promote the breast implants and facial rejuvenation products of its client, California-based **INAMED Aesthetics**.

“INAMED was looking for a brand platform which would not only set them apart from their competitors, but which would also address the plastic and aesthetic

surgeons in an engaging way, and talk to their values and needs. To that effect, the LXB Communication-Marketing dared to recommend the use of well-known masterpieces to illustrate the benefits of their products,” claims Marc Lacroix, President of LXB Communication-Marketing.

“We knew this was a winning approach from the onset. Not only does it address the surgeons’ artistic prowess, but it also illustrates that every woman is a masterpiece in her own right. It provides INAMED with a creative brand platform that simply cannot be imitated or copied. By using the works of such masters as Modigliani, Renoir, Picasso and Gauguin, we

clearly communicate that INAMED products are in a class of their own,” concludes Pier Lalonde, Creative Director at LXB.

“After all, why go the much-travelled route of merely showing a medical-looking close-up of the product. Isn’t the role of advertising to take it a step further and show some inventiveness to truly stand out from the clutter?” states Marc Lacroix.

The campaign will use trade publication print advertising, posters and a range of collateral material. LXB also produced a complete brand guidebook to ensure the long-term cohesiveness of the brand platform.

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