



SUDLER & HENNESSEY

Passionate About Our Brands



Talking with Mau Dutchak,
Managing Director, Sudler & Hennessey

Please discuss your background in the healthcare field up to your current position as Managing Director at Sudler & Hennessey.

My entire career has been in healthcare. It seems from early on I couldn't get enough of life sciences and healthcare, so much so, that I felt the need to supplement my undergraduate degree in Physiology by working in a lab in the Department of Ophthalmology each summer during my BSc.

Went on to do a Masters in Neurophysiology and clinical research in the Faculty of Dentistry, at the University of Toronto. At this point, decided not to battle for grant funding for the rest of my career and did an MBA with the mind to entering the pharma industry, which I did immediately after completing my MBA—"carrying the bag" for Hoechst Roussel (the now sanofi-aventis). I transitioned fairly quickly into the communications side of the industry and have worked both in big agencies like Ogilvy and Publicis, as well as small agencies such as Remtulla & Associates (the now Euro RSCG).

I joined Sudler & Hennessey on September 11th, 2001 as Managing Director.

Is Sudler & Hennessey affiliated with a global communications group and how is it structured in Canada?

The Sudler & Hennessey group of companies is owned by Y&R Advertising, which in turn belongs to WPP.

Globally, Sudler & Hennessey is one of the leading healthcare communications networks in the world, with 36 offices in 19 countries and was recently named winner of the 2005 MANNY Award for Best Global Agency Network.

In Canada, we are a full-service marketing communications company, with offices established in both Toronto and Montreal since 1980. The group is represented by S&H—the marketing and communications company and IntraMed—the CHE arm. As well, we work with our multimedia and interactive group in NY (Avenue-e) to address our clients' e-marketing needs.



What challenges is your agency facing today in Canada?

I think as an industry we've been struggling with (an issue faced by both agencies and clients) the question of how to make the "pitch process" more effective and less cumbersome all around.

Of course, the other half of the equation is how to build and sustain a long term and healthy partnership, once the choice is made.

One of the ways to address this is to maybe work with agencies on a few projects so that both parties can do a real life evaluation before making a longer term contractual commitment.

What is your opinion of global branding and assigning global brands to a single global ad agency, as opposed to clients working with smaller, independent advertising agencies?

As part of a global multinational, we have been exposed to both sides of that coin.

At the end of the day, if the local office of the global agency has the requisite skills to meet the local client's needs, then it can make a lot of sense from an efficiency standpoint. But where it goes terribly wrong is when existing and well functioning relationships are severed because of a global agency mandate and the business gets handed to a weak and inexperienced local office without the resources and skills to manage the business. Everyone loses in that scenario.

So, if the situation is handled in a sensible, well thought out fashion, it can be effective; however, when it gets arbitrary and draconian, then, it can create chaos for all parties.

I've personally been part of numerous global pitches and the ones that are the most effective are those where there is local market representation from both sides. It allows the local client to evaluate the agency counterpart and voice opinions when and where it counts.



What sets Sudler & Hennessey apart from its competitors?

Passion. People here tend to take real ownership of the brands they work on. This is a group that is not afraid to speak their mind, if they believe it to be the right thing for the brand. It doesn't hurt that when they speak, they also bring a lot of industry knowledge and experience to the table, since seasoned industry professionals make up this company, such as Lori Grant, Terry O'Shea, Cleon Strouthos, Wendy Musselman and of course our General Manager Christopher Dean, to name a few.

What is the key to successful client relationships?

Trust, respect and open communication. The key to any successful marriage.

What accounts are you currently working on?

Our client list includes:

	 <small>The vaccines business of sanofi-aventis Group</small>	 <small>A Promise for Life</small>	
REACTINE		ENSURE	 <small>bicalutamide</small>
Benadryl		 <small>For People with Diabetes</small>	Zoladex LA <small>goserelin 10.8 mg</small>
LISTERINE		SIMILAC ADVANCE	
nicorette		PediaSure	
NICO DERM		Isomilf	 <small>escitalopram</small>
BENYLIN		Alimentum	 <small>Merck Frosst-Schering Pharma, G.P., Kirkland, Quebec</small>
Visine		 Bayer HealthCare Pharmaceuticals Division	 <small>ezetimibe</small>
Anusol	 <small>Effective. Safe. Trusted. IMMUCYST polysaccharide immunotherapy</small>		
		 <small>Respondez vite à vos allergies immunoglobulines transennes (humain)</small>	

We've been lucky to have the sort of clients that have allowed us to do excellent work on their behalf. I'll let the pictures do the talking.



The Dukoral (oral vaccine for travellers' diarrhea) DTC campaign appearing in transit, print, Zoom (restaurant/bar media). Radio spots were produced and are also playing in major markets.



The AstraZeneca Uro-oncology (Casodex/Zoladex for prostate cancer) journal ad.



This high impact Varilrix (chicken pox vaccine) campaign was developed by licensing Angela Anaconda, the lead character in a popular kids show.

What changes, if any, do you anticipate over the next two to five years with respect to the way pharmaceutical companies communicate with physicians?

I suppose the obvious answer is an increase in electronic communication.

Although the pharma sales rep is far from becoming obsolete, we are noticing more and more clients looking for ideas centered around “non-manpower” activities. And, with the explosion of cellular and wireless media, we've already been able to respond to our clients with cutting edge programs using these technologies.

Having said that, it will be important to not become so fascinated by technology that we forget basic marketing principles.

I think the model is going to be to combine the power of new media with classic practices that every effective marketing and sales organization has always utilized (one-to-one communication and proper customer profiling). It is well known that communication is accepted and digested much easier if you know the receiver's hot buttons. After all, millions of dollars are invested each year by consumer advertising agencies, such as our parent Y&R and their Brand Asset Valuator model, to better understand different consumer segments and their perceptions of Brands.

Combining the power of active listening and then responding with the appropriate message, employing the sexy delivery vehicles offered by new media, will probably be the wave of the future. **CPM**