

## TriFocal Communications Partners with the Chronicle Companies

**TriFocal Communications** is pleased to announce its partnership with the Chronicle Companies for the production of Best Practices Chronicle™. Elise Walmsley of TriFocal spearheads the creative and scientific direction of Best Practices. Elise brings over 20 years of experience as a medical artist and as a creative director to the production of this fully illustrated journal.

Best Practices Chronicle™ is produced to provide a vehicle for physicians to communicate with one another. Scientific content is developed by selected KOLs, while the Chronicle's editorial board provides third party review. Therapeutic class exclusivity insures that the sponsor's product or corporation will be showcased in this highly developed journal. For further information, contact Elise at [elise@trifocal.net](mailto:elise@trifocal.net).

## New Business Win

**Ogilvy Health World** is pleased to announce that it has won the Adderall XR brand (attention deficit disorder) account at Shire BioChem Inc. The account was won just before the Christmas break.

Now that the brand is back on the market, Ogilvy is working on new campaign initiatives. It is considered a full-service assignment, including all creative and strategic development, production and media.

Pierre Garand, Director of Marketing at Shire BioChem Inc. states: "Our feeling is that Ogilvy is working with and for us—we like that." For more information, contact Denis Piquette, President of Ogilvy Healthworld Montreal at (514) 861-8563.

## New Agency Collective Set to Stir-up Food Marketing in Canada

For the first time in Canada, food marketers have a fresh approach to reaching their target audiences with the launch of **Ingredients Nutrition Insights Group**, a new agency collective and a subsidiary of **Allard-Johnson Communications**.

Today's food marketing landscape is cluttered and fragmented. According to a study by the Canadian Food Information Council, Canadians seek their nutrition information in a wide variety of places, from product labels, to neighbours, colleagues, media, dietitians and healthcare providers.<sup>1</sup> Dietary trends, shifting regulatory issues and overwhelming concerns about nutrition and health are confusing for the purchaser and challenging for food marketers to break through with a relevant message.

For the first time in Canada, Ingredients Nutrition Insights Group brings together industry experts in nutrition, regulatory affairs, strategic planning and communication, public relations and consumer education to provide food marketers with media neutral solutions based in nutrition science and delivered in a language consumers can understand.

"Principal buyers are bombarded with over 5,000 product messages every day. Imagine what is going through a busy mother's mind when she enters a grocery store," adds nutritionist Lucia Weiler. "Consumers don't always understand what the messages mean. At the same time, consumers want to be educated but they don't always know where to find the right information. Marketers need to help them navigate through the clutter to make informed purchasing decisions."

Terry Johnson, President, Allard-Johnson Communications, says "...we sought a new model, an agency collective. By bringing together experts from a variety of disciplines, we can provide a media neutral approach—something that is unique in our industry. And we can help food marketers deliver a brand message that resonates with their audience."

Ingredients Nutrition Insights Group is a subsidiary of Allard-Johnson Communications. The agency collective includes Allard-Johnson Communications, Veritas Communications and Integrated Healthcare Communications. All three organizations are members of the MDC Partners network. For more information, contact Lindsay Deefholts at (416) 482-2248, ext. 238 or at [lindsay.deefholts@ingredients.allardjohnson.com](mailto:lindsay.deefholts@ingredients.allardjohnson.com).

1. National Institute of Nutrition & Canadian food Information Council. Tracking Nutrition Trends V. May 2004: p. 35.



## BOOM Goes Global

Montreal-based **BOOM Works** has entered into a new alliance with two international agencies—healthcare powerhouse **Integrated Communications (ICC)** and consumer giant **Deutsch Inc.**

Last year Deutsch/ ICC came to Canada looking for an agency to join them within the Novartis global framework. According to Marcy Leger, Executive Vice-President of ICC, BOOM was selected based on its ability to deliver excellent quality work and because of its total alignment of advertising/communication strategy in a consumer-centric model.

Leger went on to say that BOOM was the agency that most completely demonstrated the understanding and ability to implement such a model in healthcare advertising.

“Our needs were for a full-service healthcare agency that could do everything from print to television, direct mail to multi-media and media planning. BOOM had it all,” Ms. Leger said.

Through the Deutsch/ICC/BOOM alliance, BOOM has been awarded several AOR brands with Novartis Canada.

“This is an exciting evolution of global agency relationships,” says BOOM partner Jamie Fisher. “It is truly a working, sharing relationship in which the Canadian agency is able to participate in and influence global thinking.”

Through the alliance, BOOM will be tapped into the global network to share best practices and feed into the global landscape uniquely Canadian issues and creative solutions.

Integrated Communications Corp, known in the US as a hot shop, has experienced tremendous growth over the past several years. The flagship agency of the Lowe Healthcare Network services both domestic and global clients on both mass-market and specialty healthcare brands. Deutsch Inc., named agency of the year in the US for several years running, is a highly regarded international force in consumer advertising, with a reputation for smart, effective, bold and creative work. The Deutsch/ICC partnership offers innovative and seamlessly aligned consumer and professional marketing strategies and executions. For more information, contact Jamie Fisher at (514) 937-1446, or at [j.fisher@boom-works.ca](mailto:j.fisher@boom-works.ca).

## LOW CLUTTER – HIGHER SHARE OF VOICE

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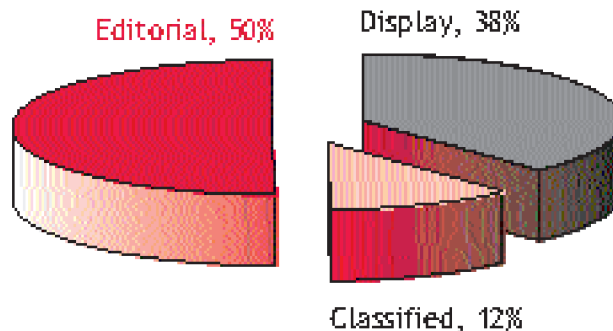
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### CMAJ Editorial Ratio



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*The essential read. The essential media buy.*



## ADS Healthcare Moving

ADS Healthcare Communications is happy to announce the details of its office move, effective April 3<sup>rd</sup>, 2006.

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Our email address remains unchanged.

## Two New Wins for Anderson DDB: Santé. Vie. Esprit.

After a busy time with new business activity, **Anderson DDB** welcomes two new clients into its fold.

Schering Canada has awarded Anderson DDB the consumer and professional mandate for AERIUS, as well as NASONEX (professional) and REMICADE (professional media planning and buying).

Following an agency selection process, Abbott Nutrition Canada has selected Anderson DDB to work on the consumer advertising and promotion for their SIMILAC, ENSURE and PEDIASURE brands.

For more information, please call Joanne Belsito at (514) 844-9505 or Kevin Brady at (416) 930-3830. **CPM**

## Appointment

### Carol Bureau, Director, Health Industry Professional Development.



Carol Bureau

Humber Institute of Technology and Advanced Learning is pleased to announce the appointment of Carol Bureau to the position of Director, Health Industry Professional Development in the Humber Corporate Education Centre. In her new role, Carol will be heading up the development and delivery of innovative learning solutions for the health industry.

Carol has over 17 years of marketing and sales experience in the Canadian Pharmaceutical Industry. Previously, Carol has held senior marketing and sales positions at GlaxoSmithKline and Rhone Poulenc Rorer. She has also led the development of educational programs for Healthcare Professionals in her role as EVP, Managing Director of Discovery Canada. Her broad-based experience allows her to bring significant insight into what it takes to achieve commercial success in the Canadian Pharmaceutical Marketplace.

Carol earned an MBA from the Ivey Business School and holds an Honours Bachelor of Business Administration degree from Wilfrid Laurier University.

