

Ad Agency News

LXB's Inventiveness in Full Bloom

LXB Communication Marketing is in full action with the arrival of several major mandates during the last few weeks.

Some of their important gains are:

- **Royal LePage Québec** for an awareness campaign on national television,
- **Ski Sutton** for the confirmation of the mandate for a second consecutive year,
- **Industrielle Alliance** for the re-designing of its brand,
- **The City of Gatineau** for its mix-media campaign on the recycling of residual waste,
- **Maison des Futailles** for its Maître Sommelier wines, television and in-store campaign,
- **Blue Cross** for its direct marketing offensive promoting its health insurance program for those over 55-years-of-age,
- **Ordre des conseillers en ressources humaines et relations industrielles agréés du Québec (ORHRI)** for its television and trade magazine awareness campaign,
- **AstraZeneca** for the design of their corporate promotional tools and

- **VIDEOSELF** for their subscription and television/magazine campaign.

"I sincerely believe that the inventiveness approach that we developed, based on the premise of always seeing our work from the consumer's point of view instead of the brand's, is successful and differentiates us from our competitors. I am very proud of all our team members and the aggressiveness that they demonstrate in searching for the little inventive element that will make the difference for our clients," says Marc Lacroix, LXB's President and CEO.

"For us, these major gains confirm LXB's place as a first-class advertising agency on the advertising scene in Québec. Both our Montreal and Québec offices reap the satisfaction and pride resulting from these successes. It is so energizing to see that all our development efforts succeed and allow us to look at the future with even more optimism and pride. Needless to say, inventiveness is profitable both for our clients and ourselves," adds Paul Bergeron, Executive Vice-President and General Manager at LXB's Montreal office.

For more information, please call Paul Bergeron at (514) 284-3010 (x227).

bMod Adds New Brands

bMod Communications has been named agency of record for Avelox, Avelox IV and Cipro IV by Bayer Pharmaceuticals.

"bMod is excited about the opportunity to work with the Anti-Infective Team at Bayer," said Murray Forrestand, Vice-President at bMod.

Bayer has previously awarded Testim, Glucobay and Adalat XL to bMod.

For further information about bMod Communications, please call (888) 499-9889 and ask for Eric Frendo, Kathryn Buck or Murray Forrestand.

New Management and New Wins for MarketForce Communications

It's an exciting time at MarketForce. A new management structure is in place, designed to provide their customers with the benefits of a full service agency and strategic partner. This marks a significant turning point for the company.

This is reflected in some of the recent wins with the addition of five new brands into its roster. MarketForce continues to grow with Biovail by being awarded Lescol XL (a cholesterol-lowering agent), Zyban (a smoking cessation product) and the Glumetza Patient Support Initiative (treatment of Type 2 diabetes).

As well, MarketForce has been selected to develop the professional communications for Apopharm's major thalassemia product, Ferriprox®. Finally, Wyeth Consumer has recently awarded their professional and patient promotional activities for their flagship brand Advil® to MarketForce.

For more information on how MarketForce can help drive your business, call Colin Dickey at (519) 621-1245 (x252) or Robert Vosburgh (x288).