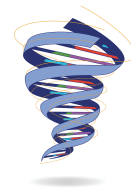


What's All the Commotion About?



Talking with Lawrence Binding,
Founder, President, Partner
Commotion Communications Inc.

Commotion Communications Inc., *The Brand Momentum Agency*, has been helping clients build brands and build market share for more than five years. Now the little whirlwind that could is looking forward to the future and a continued commitment to excellence in pharmaceutical marketing.



Lawrence Binding



Scott Bradford

Tell us a little bit about what Commotion is.

Commotion Communications is best described by pointing out what it's not. We are not a large, multinational agency with expensive city-view offices and a staff the size of Mexico City. We are not a revolving door with people coming and going before we've even learned to pronounce their last names. We are not bogged down in bureaucracy or dogged by big agency office politics. We are not predictable. We are not boring. We are not slick downtown agency types.

Call us escapees on a mission. We got out of the big agency world to start a small, privately-owned shop that delivers smart strategies, great ideas and outstanding creative, in an increasingly competitive world. We create pharmaceutical marketing that breaks new ground and sets new strategic and creative standards. We are fast becoming known as "the small agency with very big delivery."

Wake Up!

to the best experience in gastroenterology and the best news in functional dyspepsia at WCOG 2005!


BOULEVARD DE LA GUERRE, QUÉBEC

VISIT US AT BOOTH 900

Airport billboard advertising WCOG 2005 for Axcán Pharma

How is Commotion different from other agencies?

Some agencies in Canada seek to establish themselves as agencies that deliver *better strategic thinking*. Others try to be *most creative*. We have a simple question for Canada's brand managers and marketing directors: Are you really ready to accept an agency that's weak in either of these two critical capabilities? We thought not. So here we are, going out on a limb, proclaiming Commotion among Canada's advertising leaders in both important areas. Call us. We'll prove it! Here's what one of our customers had to say about us recently:

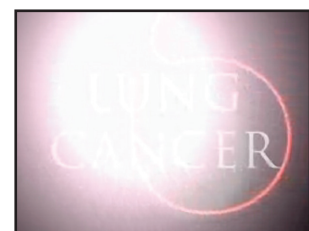
"The team at Commotion has allowed the Axcan Pharma brands to reach levels of performance not witnessed prior to their deployment. They have truly become integral members of our marketing and sales teams because of their continued focus on the strategic imperatives of our brands, and their ability to provide superlative creative campaigns." Mike Thiel, VP Marketing, Axcan Pharma.

You call yourselves *The Brand Momentum Agency*. What do you mean by that?

Brands lead—products follow. Some drug names come to mind instantly and are regularly chosen over equally effective, equally safe competing drugs because they are constantly driven by sound strategy, innovative tactics and surprising creative. That's what we call *Brand Momentum*. It can be created and sustained with smart, strategic and tactical planning. To help achieve this we devised a process that develops innovative strategic and tactical plans that serve as the platform upon which dominating creative is produced. We call this process DOMIN8™.

What is DOMIN8™?

DOMIN8™ is a deceptively simple eight-step communications planning system designed to gather information, create insightful knowledge and identify dynamic marketing and communications strategies and tactics to take a brand or company to a category-dominant position. The final product is a communications platform that distinctly brands your product, plans strategically driven tactics, and sparks category-dominating creative to life. When you put it all together, you have a communications program that generates sales momentum.



30 second DTC television for a cancer treatment called Photodynamic light therapy

Who Heads Up Commotion?

Lawrence Binding, President, Partner Montreal, Quebec Office.

I've enjoyed over 20 years in the agency business, almost equally split between account management in multinational consumer agencies and pharmaceutical agencies. I guess you could describe me as quietly passionate about Commotion, the relationships we have with our customers and the work on which we collaborate. My contribution at Commotion revolves around client service support. I'm a life-long account guy and a bit of a creative junkie. So it should come as no surprise that I believe that great strategies and great ideas, both tactical and conceptual, are the backbone of almost anything noteworthy in marketing. And when an account person is passionate about both, then and only then is he/she capable of inspiring great creative from our friends in the creative group.

Scott Bradford, VP Creative Director, Partner Cambridge, Ontario Office

Scott Bradford has also spent more than 20 years in the advertising business. His first 15 years were spent in consumer marketing developing great campaigns for brands as diverse as Michelin tires, A&W restaurants and Finesse shampoo. But eight years ago a long-time fascination with medicine turned into a full-time focus on medical marketing. This led Scott to join Marketforce as Creative Director, developing many long-running campaigns. Scott and I had remained close friends since our early years in advertising and in 2001 he joined Commotion and became an integral part of our brand building success. His creative leadership is stamped on more than 20 pharmaceutical brands and counting.

MAINTAINING LIVER FUNCTION BY PROTECTING HEPATOBIILIARY CYTOSTRUCTURE

IT'S YOUR FORTE. IT'S OUR FORTE.

URSO FORTE[®] TABLETS:

- HAVE CYTOPROTECTIVE AND CHOLERETIC EFFECTS^{1,2}
- DELAY DISEASE PROGRESSION WITH EARLY TREATMENT^{1,2}
- PROLONG TRANSPLANT-FREE SURVIVAL^{1,2}
- MAY IMPROVE HISTOLOGIC FEATURES^{1,2}
- DECREASE RISK OF ESOPHAGEAL VARICES^{1,2}
- DECREASE RISK OF FIBROTIC COMPLICATIONS^{1,2}
- HAVE GREATER BIOWAVABILITY THAN ACTICAL[®] AND GENERIC CAPSULES¹

URSO FORTE[®] CAPSULES:

- OFFERS CONVENIENT BID DOSING WITH FEWER TABLETS PER DAY¹
- IS DOSED BY BODY WEIGHT FOR MAXIMUM EFFICACY
- IN PBC, RECOMMENDED DOSING IS 15-16 MG/KG/DAY¹
- HAS A TRUSTED SAFETY PROFILE¹

Urso Forte
Urso Forte[®] Tablets, USP 500 mg

MAINTAIN FUNCTION. PROTECT STRUCTURE.

IMPORTANT SAFETY INFORMATION

URSO Forte[®] (ursodiol) tablets are indicated for the treatment of patients with primary biliary cirrhosis. URSO Forte[®] and URSO Z50[®] are contraindicated in patients with hypersensitivity or intolerance to ursodiol or any components of the formulation. In clinical trials, all of the related treatment emergent adverse events (TEAEs) were considered to be mild to severe.

The most common (≥5%) TEAEs were asthenia (11.7%), dyspnea (10%), peripheral edema (8.3%), hypertension (8.3%), nausea (8.3%), GI disorders (5%), chest pain (5%), and pruritus (5%). Less frequent events included diabetes mellitus, cyst and breast neoplasm, abdominal pain, anorexia, esophagitis, elevated creatinine, elevated blood glucose, leukopenia, peptic ulcer, and skin rash. Hypertension and thrombocytopenia (1 case each) were also reported after 7 years of follow-up.

Rx only

U.S. journal advertising for Urso Forte

Unique people and unique systems combine to spark inspired ideas. The partners at Commotion are supported by a talented staff of graphic designers, PR personnel, medical writers, and media relations partners who are committed to crafting communications and advertising campaigns that deliver on strategic objectives.

Do you have a working “philosophy” at Commotion?

At Commotion, building strong relationships is the foundation of our success – and our clients’ – success. Our clients trust us to contribute intelligent strategic insight and superb tactical execution to provide the brand with the communications support it needs to dominate in its category and maintain momentum.

The Relationship

A successful client-agency relationship requires both parties to deliver on three basic promises:

1. We are 100% committed to mutual success.
2. We are confident that the other party is fully engaged and contributing resources, material and mental, to the maximum possible.
3. Each party must feel certain that he can trust the other.

Key Commotion Belief:

Without commitment, confidence and certainty, the relationship will fail and the brand will pay the penalty.

Did you know?

FACT: Salofalk® Oral is priced 35% less than Asacol® at maximum daily dosing for the treatment of acute ulcerative colitis¹

Product	Asacol® (500mg)	Salofalk® (500mg)
Maximum monthly price*	\$120	\$78
Maximum monthly price**	\$120	\$78

Salofalk Oral is part of the Salofalk family of IBD treatments from Axcan, your GI expert.

Salofalk®
5-ASA • CHONDROLIN® EC 100
FROM AXCAN – THE CANADIAN GI EXPERTS

GI FACTS

Did you know?

Salofalk Oral is priced 35% less than Asacol at maximum daily dosing for the treatment of acute ulcerative colitis.

Salofalk®: Effective treatment of ulcerative colitis

Salofalk® offers these advantages: (1) Effective treatment of ulcerative colitis, (2) Proven safety profile, (3) Proven efficacy, (4) Proven tolerability, (5) Proven adherence.

Salofalk®: Effective treatment of ulcerative colitis

Salofalk® offers these advantages: (1) Effective treatment of ulcerative colitis, (2) Proven safety profile, (3) Proven efficacy, (4) Proven tolerability, (5) Proven adherence.

Salofalk®: Effective treatment of ulcerative colitis

Salofalk® offers these advantages: (1) Effective treatment of ulcerative colitis, (2) Proven safety profile, (3) Proven efficacy, (4) Proven tolerability, (5) Proven adherence.

Salofalk® Oral is priced 35% less than Asacol® and 13% less than Pentasa® at maximum daily dosing for the treatment of acute ulcerative colitis.

Product	Asacol® (500mg)	Salofalk® (500mg)	Pentasa® (500mg)
Maximum monthly price*	\$120	\$78	\$105
Maximum monthly price**	\$120	\$78	\$105

Journal advertising, Direct Mail, and Visual Aid for Axcan's Salofalk brand.

Strategy & Tactics

Strategy is the art of planning. Tactics is the science of doing.

Your agency must be capable of contributing intelligent strategic insight and superb tactical execution to provide the brand the communications support it needs to dominate and maintain momentum!

Strategy

A strategy is the foundation upon which a business rests. If the strategies are solid, the foundation is capable of supporting almost unlimited brand growth. If the strategies are weak or of uneven quality, the foundation will crumble and sales will fall off or slide into the laps of your competition.

Key Commotion Belief:

If a brand is built on a great foundation, it will last and support full brand growth potential.

Tactics

If strategy is the unseen brain behind your brand, tactics are its body.

Key Commotion Belief:

Tactics must always be well coordinated and superbly executed and implemented to deliver a strategic objective.

Sales Support

The sales force is the most important element a pharmaceutical company has to leverage its brand. It must provide the sales group with marketing support that is worthy of a category leader. The sales force is also a key source of information and regular meetings should be held with them and key agency personnel to keep us aware of threats and opportunities and to help us generate more and better ideas. The sales training group is also an important source of knowledge and agency personnel should have an opportunity to meet yearly with trainers.

Key Commotion Belief:

If you want to develop sales support materials and programs that the sales people will actually use and value, get to know them, learn from them, and get into the field with the materials you developed.

Research

Great research is rare. But when research is intelligently planned, you get the answers to your questions. The key is to ask the right questions in the right way, at the right time.



Journal ad for CADx digital cancer detection systems.

Key Commotion Belief:

Research is like a compass. If you know where you want to go, it can lead you in the right direction. Used improperly, it can get you badly lost. So know where you want to go, and then use the compass to guide you.

Advertising


The most effective pharmaceutical advertising solution is often so simple that it can be compared to a billboard. It is a great analogy to keep in mind when evaluating ads. Journals are read very quickly by physicians. They seek out specific information and gloss over everything else.

Key Commotion Belief:

A journal ad should be considered like a billboard, with one exception. When launching a new brand you have a unique opportunity to use the medium to deliver more information ... simply because the physician knows nothing about the brand, and may stop to read something new.

Any last words for the pharma marketing community?

Whether it's to learn more about our trademarked DOMIN8™ communications planning system, our striking creative work, our consumer expertise and pharmaceutical prowess, or even simply for a breath of fresh air, give us a call – it may well lead you down some very exciting roads. **CPM**



Sante!
Come toast the best in gastroenterology and the best news in functional dyspepsia this year at WCOG 2005!

AXCAN PHARMA
MONT-SANT-HILAIRE, QUEBEC

VISIT US AT BOOTH 900



Celebrate!
the most exciting event in gastroenterology and the best news in functional dyspepsia this year at WCOG 2005!

AXCAN PHARMA
MONT-SANT-HILAIRE, QUEBEC

VISIT US AT BOOTH 900

Airport boards for Axcan Pharma



Switch to URSO DS. A simple dosing option to support your patients with PBC.

May help promote compliance
Patients take fewer tablets with URSO DS™ than with URSO

Priced less per mg than URSO™

Proven efficacy

Demonstrated bioavailability

May slow disease progression

When PBC attacks the final tree your patient deserves the treatment you can trust from URSO DS™

* 2 strengths now available - URSO DS 500mg and URSO 250mg

† Generally well tolerated

Urso DS
Ursodiol Tablets, USP 500 mg
FROM AXCAN - THE CANADIAN EXPERTS

Switch to 500mg

URSO DS 500mg

Journal ad announcing Urso DS 500mg.

Commotion Communications Inc., The Brand Momentum Agency, is a full-service pharmaceutical communications agency, serving clients in Canada and the USA, with offices in Ontario and Quebec.

Lawrence Binding can be reached in Commotion's Montreal office at (514) 938-8626.

Scott Bradford runs the Cambridge, Ontario office and can be reached at (519) 740-3364.