



## A great year-end for LXB!

The year 2005 ended with a bang for LXB Communication-Marketing with the addition of several new clients and mandates:

- Adecco for its annual communications and advertising campaign.
- Carrefour Richelieu for its winter sale campaign.
- Maison des Futailles for its Olé! Sangrita promotional campaign.
- Omega Laboratories for their communication tools pertaining to industry-tradeshows.
- CMHC as one of the three official advertising agencies for the province of Québec.
- SITQ for its annual promotional campaign for the World Trade Centre Montréal.
- Régie des marchés alimentaires et agricoles du Québec (Agricultural Marketing Board) for its communication plan.

"With such a great year-end under our belt, it is with much more enthusiasm and inventiveness that the teams from our two offices will take on the challenges of 2006," confirmed Marc Lacroix, President and CEO of LXB and Paul Bergeron, Executive Vice-President and General Manager of LXB's Montréal office.

## LXB hand-in-hand with the Hôpital du Sacré-Coeur de Montréal

The Hôpital du Sacré-Coeur de Montréal has chosen LXB Communication-Marketing for the development of its major fundraising campaign, under the theme: Help us take care of you.

"The main challenge of a fundraising campaign is to arouse interest towards the cause and to encourage donors to participate. Considering the variety of target groups – hospital's employees and physicians, large companies, general public, etc. – it becomes even more important to develop the communication axis and the campaign's different elements with as much cohesiveness as possible. We also have to take maximum advantage of other medias involved in this cause," adds Marie-Ève Pallascio, Account Director at LXB.

"The campaign was developed around the theme "Help us take care of you". It perfectly describes the Foundation's mission and is an excellent stepping stone for the various campaign elements such as television, newspaper, magazine, exterior billboard, leaflets and brochure as well as for the hospital's internal campaign" confirms Pier Lalonde, Creative Director-Montreal at LXB.

"[Illustrating] the hospital's needs, [our ads] really helped us to present a simple, direct, and memorable campaign." concludes Martin Dessureaux, Senior Art Director at LXB.

OBJECTIVE	\$35 MILLION
EQUIPMENT AND BUILDINGS	\$25 MILLION
RESEARCH	\$6 MILLION
TEACHING	\$2 MILLION
ENDOWMENT FUND	\$2 MILLION

As part of its major fundraising campaign, the Foundation is counting on your generosity to help the Hôpital du Sacré-Coeur de Montréal take care of you for years to come.

www.fhscm.ca 1-866-453-DONNEZ

MONTRÉAL SACRÉ-CŒUR HOSPITAL FOUNDATION  
Give today... for a better tomorrow

Client: 4876 / Fondation de l'Hôpital du Sacré-Coeur de Montréal N° d'annonce: 4876 / Campaign: Doctor  
Publication: Chroniquelife News N° d'annonce: 4876 / 2005-11-08  
Destinataire de publication: Les Don d'Épargne



## Gallant Leaman Green Communications welcomes CARO as its newest client

Gallant Leaman Green Communications welcomes The Canadian Association of Radiation Oncology (CARO) as its newest client. Following a strategic pitch, GLG was selected to spearhead their internal and external communication initiatives, beginning with a full re-branding of the organization.

Incoming president of CARO, Dr. Tom Pickles, a radiation oncologist with Vancouver's BC Cancer Agency, relayed that the team was very impressed with the level of interest, passion and expertise that GLG brought to the table. "We have come to an important turning point in our organization, where it became crucial for us to partner with experienced marketers in order for us to realize our short- and long-term objective. Gallant Leaman Green demonstrated to us that they were precisely the right fit," he said.

Lesli Green, partner at GLG and long-standing health-care industry marketer, expressed pride at the prospect of working with the nation's key

opinion leaders in order to raise national awareness of CARO and the issues surrounding access and optimal patient care. "We are thrilled to work with this highly respected team and to enhance their current offering with our full-service capabilities—ultimately to the benefit of the medical community, and patients thereby."

Radiation therapy is currently used in up to 50% of all cancers as an effective intervention and treatment. However, increases in patient numbers and shortages of key personnel (radiation oncologists, therapists and medical physicists) coupled with requirements for replacing and updating radiation equipment have led to significant issues regarding access and wait times across the country. As the official voice of radiation oncology in Canada, one of CARO's key priorities is to effectively address these concerns with a strong, unified voice.

Following the announcement of the agency selection at the Annual General Meeting in Victoria, BC, GLG will officially begin work on this two-year mandate. With a proven track record of success on some of the nation's most important brands, Gallant Leaman Green brings together a potent blend of marketing knowledge, strategic insight and creative thinking in a uniquely seamless and effective way across the spectrum of communications.

## The Gibson Group awarded three new product launches

The Gibson Group has been awarded three new product launches in their consumer health and wellness division.

Jenex Corporation, the company that is bringing to market the first cold sore prevention device, inceptCS, has awarded agency of record to the Gibson Group. The product is scheduled for a March 2006 launch. With 25% of Canadians suffering from cold sores,

inceptCS has the potential to revolutionize how cold sores are treated.

Apollo Pharmaceuticals has also brought the Gibson Group on board for the launch of their OTC psoriasis product Reliva.

Sunstar Butler (G.U.M. brand) has hired the Gibson Group for their over 15 years of expertise in healthcare marketing. Keep an eye out for their up-coming oral care product launch. Each of the above companies will take advantage of the Gibson Group's expertise working with consumer media, trade and healthcare professionals.



## LXB speaks from the heart

As a voluntary partner and front line contributor, LXB Communication-Marketing proudly handed out a symbolic cheque for \$250,000 to the main directors of the Fondation de l'Hôpital du Sacré-Coeur de Montréal.

"The Foundation's cause is dear to our hearts since the beginning. Because of this, management at LXB pledged its support by offering its services to promote the campaign. Our involvement/investment goes from the strategic development of communications to the tactical actions on a five-year period," explains Marc Lacroix, President and CEO of LXB.

"To be able to count on a team such as LXB's is a major asset for the Foundation. Their comprehension of the stakes at hand, their devotion to our cause and the deployment of all their resources are closely linked to the success of our fundraising. An amount of \$35 million seems a far-reaching goal, nevertheless it reflects the reality the Fondation de

l'Hôpital du Sacré-Coeur de Montréal faces if it is to offer the quality of medical care that citizens have the right to expect," adds Mario-Olivier Massie, President and General Manager of the Foundation.

Apart from the creative aspects intended for the general public (TV, exterior advertising, newspaper and magazine), the amount of \$250,000 donated to the Foundation represents our involvement in all levels of its promotional activities. Whether it is strategy, event planning, such as the annual gala "Rendez-vous" or the participation in different committees, our commitment towards this important organization is unequivocal: we will support it until the goal's last penny has been received" concludes Paul Bergeron, Executive Vice-President and General Manager at LXB's Montréal office.

The major fundraising campaign of the Fondation de l'Hôpital du Sacré-Coeur de Montréal, designed and realized by LXB, is supported by the presence of its official spokesperson, Mr. Guy Mongrain. The campaign can also count on important business players such as Mr. Lino Saputo and Ms Paule Doré.

## Appointment

### Richard Patterson new Managing Director, Publicis



**Richard Patterson**

Publicis WellCare takes pleasure in announcing the arrival of Mr. Richard Patterson as Managing Director and Director of Business Development, based in Montreal. Richard comes to us with 15 years of experience in the pharmaceutical industry on both the client and agency sides of the business. He has spent time developing continuing medical education programs for doctors across Canada; he has also developed high profile advertising campaigns for major prescription

brands in North America and, recently, in Asia.

Richard's addition to our WellCare team will strengthen our existing offering and reinvigorate our commitment to high-quality service for our current clients. His broad range of industry experiences will also provide us with new opportunities to demonstrate our agency's strengths in strategy, creativity and implementation.

Yves Gougoux, Chairman and CEO, Publicis WellCare Canada

Serge Rancourt, President, Publicis WellCare Canada



## Phase V Continues to Grow with Johnson & Johnson

Phase V Communications, the Montreal arm of Grey Healthcare Group, proudly welcomes the Ethicon division of Johnson & Johnson to its roster of clients. The Ethicon business is principally focused on developing and marketing surgical products in a variety of medical specialties. Given the existing assignments within a number of Johnson & Johnson family of companies (J&J, McNeil and Janssen Ortho) this new business demonstrates J&J's continued confidence in Phase V.

## bMod Awarded Bayer Business

After participating in a competitive pitch with 8 agencies, bMod Communications has been retained by Bayer Inc., as Agency of Record for Adalat XL and Prandase.

## Cundari Integrated Advertising Named AOR for Cosmeceutical Brand Modèle™

Cundari Integrated Advertising today announced that they have been named the Agency of Record for NSP Pharma's (TSXV: NSP) mandate for its Modèle line of cosmeceutical skin care treatments. Toronto-based Cundari was chosen after an extensive competitive review process that included several agencies.

Cundari will support the market launch of NSP's anti-aging skin treatments line with strategic planning and brand positioning. The program includes advertising, direct mail, promotions as well as in-store programs.

## National Reach



**SmartTechnology™ Products are recognized across Canada as cutting-edge marketing solutions.**

See our insert in this issue or call 1-877-790-1991 for details