

Ad Agency News

PHASE V Communications Celebrates New Major Assignments

Two new clients recently boosted the already robust roster of brands being handled by **PHASE V Communications**. The first new product touched down when **Ethicon**, a member of the Johnson & Johnson family specializing in hospital products, awarded its PROCEED® business to the PHASE V team. PROCEED® is an innovative, multilayer surgical mesh for hernia repair.

This acquisition further shores up the already strong presence of PHASE V within the Johnson & Johnson group of companies, including Johnson & Johnson, Janssen-Ortho and McNeil.

The PHASE V team also came out on top in a creative pitch for the PREVACID® account at Abbott Laboratories. Client feedback suggests that the PHASE V team's presentation—led

by Vice President and General Manager Allan Portwine, Account Director Asiyah Rehman and Creative Vice-President Eric Caire—struck just the right balance between fresh creative and strategic direction. The PREVACID® assignment represents a major addition because PHASE V will be involved in strategic, tactical and media services across a range of indications and product formats, including HpPac and FasTab.

“We really look forward to the challenge of increasing Prevacid's already strong presence in the GI market. We bring significant GI expertise to the table and, together with the dynamic Prevacid marketing team, I am convinced that we will make a difference in this marketplace,” Allan commented.

PHASE V Communications, a Montreal-based, full-service affiliate of the Grey Healthcare Group, already handles brands from GlaxoSmithKline, Janssen-Ortho, Johnson & Johnson, McNeil, Organon and Stiefel.

For more information, please contact Allan Portwine at: (514) 288-5557.

Commotion Communications is the New Advertising Agency for Roche Centralized Diagnostics

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Commotion Communications will immediately develop three launch campaigns over the next nine months. Commotion Communications DOMIN8 communications planning system and unique approach to creative development was central to their selection.

For more information, please contact Lawrence Binding at (514) 938-8626, cellular (514) 578-7724 or at binding@commcomm.ca.

Appointment

Vince Lamanna appointed President, Novo Nordisk Canada Inc.



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Canada Inc.

Vince Lamanna has been appointed President of Novo Nordisk Canada Inc. As head of Novo Nordisk in Canada, Vince will continue to build on the company's aspiration to defeat diabetes by providing Canadians with the most advanced treatments and education and by supporting diabetes prevention efforts.

In his most recent role as Director of Sales, Vince has been central in establishing Novo Nordisk as the leading diabetes care company in Canada. Since joining Novo Nordisk in 1990, he has held a number of progressive positions in sales and marketing, including Associate Director of Diabetes Marketing, District Business Manager and Manager of External Affairs. Vince has developed many diabetes initiatives, including programs focused on improved disease management and diabetes education in the aboriginal community. He was an active member of the Canadian Diabetes Association's Practical Diabetes Management® advisory board from 2002 to 2004 and he has collaborated with the Canadian Diabetes Association on several projects.