

bMod Expands its Client Portfolio

bMod Communications has added Alcon Canada Inc. to its portfolio of clients. bMod won a competitive pitch this fall for agency of record for Ciprodex, Patanol, and Vigamox. For further information about bMod and their services, contact Eric Frendo, Murray Forrestall, or Kathryn Buck at 1 (888) 499-9889.

Viagra Awarded to bMod

After a competitive pitch including five agencies, Pfizer Canada has chosen bMod Communications to handle professional communications for Viagra. "We are very pleased to be working with Pfizer," said Kathryn Buck EVP at bMod, "and extremely excited to work with the Viagra marketing team on the most recognizable prescription brand in the world." For more information about bMod Communications, dial 1 (888) 499-9889 and speak with Eric Frendo, Kathryn Buck or Murray Forrestall.

Commotion Communications awarded mandate from Roche Diagnostics

After an agency review, Roche Diagnostics has awarded the centralized diagnostics division branding and product marketing mandate to **Commotion Communications**. Dan Zortman, Director of Division Sales & Marketing noted that: "Of the agencies we saw, we were most intrigued by Commotion's Brand Momentum approach to marketing. Commotion provides us with a unique combination of strong strategic capabilities (the DOMIN8 communications planning system), excellent creative work and a commitment to superb service." Commotion launched the cobas 6000 analyzer series to Canada's lab market within three months of coming on board and is in development on a variety of other brand and business building projects. For more information about Commotion Communications, contact Lawrence Binding at 1 (514) 938-0272.

Announcement

Christopher Neuman joins Pangaea



Christopher Neuman,
Director, Pangaea
Customized
Consulting Division

Joseph Knott, CEO of the Pangaea Group of Companies, is pleased to announce the recent addition of Christopher Neuman to the Pangaea Customized Consulting division.

In his capacity as Director, Christopher brings with him over 30 years of progressive senior executive experience and strategic focus in the Canadian pharmaceutical, medical device and biotech industries. During his career, Christopher has proven successes in the sale, purchase or licensing of pharmaceutical and medical device products, including such well know brand names as MacroBid® and Ditropan®, the complete dermatology product line of Baker Cummins Inc. and several deals for the Fertility Monitor device of Pheromone Sciences.

Pangaea Customized Consulting is focused on designing, developing and delivering insight solutions that lead to high impact business decisions for its Clients.