

Agency News

GSW Worldwide Named “Agency of the Year: Category 1” by Med Ad News

GSW Worldwide (the Canadian affiliate of GSW is **Jeffrey Simbrow Associates**), an inVentiv Health company and one of the largest healthcare advertising agencies in the world, has been named the 2007 “Agency of the Year: Category 1” by Med Ad News, one of the leading publications in the healthcare marketing industry. The award was presented in New York City at the annual Manny Awards, a competition that recognizes excellence among healthcare advertising agencies. “We are extremely humbled by this honour,” said Phil Deschamps, President and CEO of GSW Worldwide. “To be named Agency of the Year is one of the most significant achievements in our industry and we’re proud to have our work recognized in such a competitive marketplace. This award is a tribute to the hard work and incredible dedication we see each and every day from our talented employees and it reflects the trust and support of our clients who give us the freedom to deliver liberating ideas for their brands. None of these achievements would be possible without them.”

According to Med Ad News, healthcare agencies in the US are evaluated for the Agency of the Year award based on six categories of criteria—management ability, income growth, creative marketing ability, account wins, account losses and ability to attract, develop and keep people. Each category is weighted according to importance. The agencies in Category 1 are

those with annual revenue of \$50 million or more.

This is the second time in three years that GSW Worldwide has been named Agency of the Year. They took home the same honor in 2004. In 2006, GSW Worldwide was named Most Creative Agency and claimed a nomination for Most Creative Agency this year along with a bid for Most Admired Agency and Most Feared Agency. In addition, GSW Worldwide was also nominated for Best Professional Ad for their campaign for Roche’s Invirase® and Best Self-Promotion Campaign.

“We are so proud of GSW Worldwide. Their ability to create innovative communications solutions for clients is unparalleled our industry,” said Blane Walter, President and CEO of inVentiv Communications. “We’re thrilled that Med Ad News has recognized them with this honour.”

Headquartered in Columbus, Ohio, GSW Worldwide is one of the largest healthcare advertising agencies in the world with offices in 13 major global markets. GSW Worldwide provides liberating ideas that generate new energy around products, build stronger connections with customers and create leadership brands. For more information about GSW Worldwide, please go to <http://www.gsw-w.com>.



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Whether it's hundreds of employees at a live event, a single patient visiting a web site, or a physician learning about a promising new product, at Vincelli, we know how to get the message out.

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C3 Communications Added to the C3 Group

C3 Communications is proud to announce its official launch as a meeting and event planner for the healthcare industry. C3 Communications is the newest division of C3 Events, a successful Montreal event planning company with extensive national and international experience. “Our primary focus is will be on the Concept, Creation and Coordination of events, meetings and distinctive corporate experiences, that will never miss an opportunity to send a message to employees and enhance motivation and satisfaction wherever possible,” states President and Partner Gilda Abdulezer.

Gilda brings a wealth of insight and experience to the development and implementation

of meetings and events, having successfully held that mandate at Pharmascience Inc. for a number of years. “Businesses must never miss an opportunity to use a meeting, event, or any kind of employee gathering to send a message,” states Gilda and the dynamic team at C3, with over 15 years of combined experience in the field, are committed to being the partner of choice for developing, organizing and seamlessly executing distinctive corporate meetings and events that will successfully do just that.

For more information contact Gilda Abdulezer at C3, (514) 282-9292. **CPM**



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Anderson DDB on the Double



Anderson DDB is proud to announce two new assignments at Novartis Canada.

Within the cardiovascular portfolio—the launch of Galvus®—a novel drug for the treatment of Type 2 diabetes. And, in the oncology portfolio, Femara®, Exjade®, Gleevec™ as well as the introduction of a revolutionary new oncology product.

Two good reasons why we're doubly excited over our continued partnership!

For more information about Anderson DDB Santé. Vie. Esprit. contact Joanne Belsito at (514) 844-9505.

Cadence Healthcare is Adding a Splash of Colour with bleublancrouge



Cadence Healthcare has changed its colours and chosen a new home at bleublancrouge (BBR), to become **BBRx**.

An award-winning consumer advertising agency, BBR recently took the Best of Show Award at the 2007 Créa Awards, honouring the best creative advertising in Quebec. Their client list includes Proxim Pharmacies, The Gazette, Burger King, the Quebec Toyota Dealer Association, the Quebec Ministry of Education, Sports and Leisure and Educ'alcool, a world-renowned responsible drinking program, among others.

Michel Vézina, Vice-President, Client Services at BBRx stated: "This is an exciting opportunity for us to create ideas that change things for our clients. We now have access to

greater expertise in broader areas and the surge of new resources will allow us to better service our clients. The incredible spirit here is breathing new energy into our everyday business."

Francis Armstrong, Senior Partner at BBR sees the addition of BBRx as "an opportunity to tap into the pharmaceutical industry and inject a splash of colour into traditional pharmaceutical advertising."

Current clients include Bristol-Myers Squibb Canada, Teva Neuroscience and Schering Plough Canada—who are all very excited about doing things a little differently with BBRx.

If you are looking for creative ideas that change things, give Michel Vezina a call at (514) 787-5869 or drop by our new office location at 606 Cathcart, suite 1007, Montreal, Quebec.