

# Agency News

## Phase V Communications: Winning Assignments...and Awards!

**Phase V Communications**, the Montreal-based arm of Grey Healthcare Group, proudly welcomed Galderma Canada to its roster of clients. Phase V will be working hand-in-hand with the Galderma team to promote ELIDEL® Cream, a non-steroidal option for eczema treatment.

The Phase V team also came out on top in a strategic/creative pitch for the AXERT® (migraine) and TYLENOL® accounts at McNeil Consumer Healthcare, a division of Johnson & Johnson. Responsibility of the agency will focus on all healthcare professional promotion for the two brands in Canada.

Allan Portwine, Phase V Vice-President and General Manager, stated that “one of the most satisfying aspects of these assignments is the confidence expressed by our clients in our strategic and creative expertise.”

In addition, recent announcements from the Rx Club 2007 Awards in New York have Phase V pegged for Awards of Excellence for development and execution of the KIVEXA™ (GlaxoSmithKline/Shire Canada), PREVACID® (Abbott), PROCEED® (Ethicon) and CLINDOSOL® Cream (Stiefel) campaigns. For more information, please contact Allan Portwine at (514) 288-5557. **CPM**



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