

# The New Dynamic:

Anderson DDB Health & Lifestyle is future-ready and rethinking how health marketing is done.



From his office in Toronto, Kevin Brady, the President of Anderson DDB Health & Lifestyle, has a distinct vantage point on Canada's pharmaceutical marketing industry.

In his 10 years at the agency, he's witnessed the relationship between marketing communications agencies and pharmaceutical companies evolve. Mostly, it's been a regular rapport of quick-to-market drugs, appropriate budgets and long-standing clients relationships. But times have changed, Brady says. "The industry in the Canadian pharmaceutical market has retrenched," he says. "There are not as many blockbuster drugs coming in the short-term and the marketing projects tend to be smaller and more tactical with a focus on cost-cutting." The affects of globalization, the fact that there are fewer significant new drugs in development and a robust process of procurement and strategic sourcing, are creating belt-tightening business models for both pharmaceutical companies and agencies.

The industry is evolving. And with this evolution, how Anderson DDB services clients has also been redefined, Brady reasons. "There needs to be a new normal," he says.

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Rethinking how health marketing is done is nothing new to Anderson DDB. Since the first office opened in 1972 in Montreal, the agency has led the industry in its innovative approach to pharmaceutical marketing, becoming one of the largest and most respected in Canada. In 2002, it was renamed Anderson DDB Health & Lifestyle. It has proved to be a forward-thinking move, better positioning the agency to attract more diverse clients, which mirrored the growing number of businesses in the health and lifestyle categories.

It also ensured the agency was poised to take on Canadian and global clients, which over the years has included Johnson & Johnson, Wyeth, GlaxoSmithKline, Roche, Pfizer, Medicis and Schering-Plough.

Since those times, however, three key trends have converged, Brady says, forcing the latest transformation in the business landscape affecting pharmaceutical companies and their agency partners.

## ANDERSON DDB HEALTH & LIFESTYLE www.andersonddb.com

### Number of employees:

185

### Offices:

Toronto, Montreal, Vancouver,  
New York, San Francisco

### Key executives:

Kevin Brady, President  
Gord Desveaux, Executive VP, Director of  
Strategic Planning  
Mark Spurr, VP, Director of Client Services  
Tony Miller, Executive Creative Director  
Jane Pritchard, Creative Director  
Gary Shimizu, VP, Group Account Director  
Joanne Belsito, Executive VP and Managing Director,  
Montreal

### Recent clients:

Johnson & Johnson, Wyeth, Pfizer,  
Medicis Aesthetics, Schering-Plough,  
GlaxoSmithKline, Roche

### RECENT AWARDS:

#### The Rx Awards

- Centrum, "Bike Advantage"  
(Magazine/Award of Excellence)
- Caltrate, "Wheelchair"  
(Magazine/Award of Excellence)
- Robitussin, "Businessman"  
(TV/Award of Excellence)
- Restylane, "Why do I use Restylane?"  
(TV/Award of Excellence)

#### In-Awe Awards

- Remicade, "Learning To Live With It"  
(TV Campaign/Gold)
- Alesse, "Alesseisms"  
(TV Campaign/Silver)

#### DTC Awards

- Restylane, "Why do I use Restylane?"  
(TV/Finalist)

#### Internet Advertising Awards

- Barbara Schlifer Clinic  
(Website/Best in Class)

First, the frequency of new mass-market drugs being developed and launched in North America has slowed. More niche products are coming to market and there are larger gaps of time between them. "The brands that are launching are smaller in scope and more strategic than ever before," Brady says.

Also noteworthy are the effects of worldwide branding, which increasingly call for one agency partner—typically part of a global network. Pharmaceutical companies are not as reliant on local agencies to handle their communications needs anymore.

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maceutical companies that drives agencies to streamline their businesses and search out the lowest-cost suppliers.

The result of it all? "Pharmaceutical companies are becoming more efficient," says Brady. "Anderson DDB has also evolved to be more efficient and proactive in how we work with our clients. We're much more stringent in which RFPs and new business solicitations we respond to and how we pitch them. It is a natural, almost inevitable, strategy to align with current business realities. It is simply a smarter way to do business."

"How Anderson DDB's resources are managed better reflects the new level of efficiency that's spreading across the industry, even when we're asked to compete for new business. We have to be more selective, innovative and disciplined than ever before," he says. "We only go after the business we really want and then we totally commit the resources required."

But not every marketing communications agency is equipped to handle this new normal. Experience matters. Expertise counts. And quality should not be compromised. It's the mix that Brady says Anderson DDB has refined since opening over 35 years ago. Its work for Wyeth's Alesse brand is a prime example.

The launch of the low-dose estrogen birth control pill eight years ago was timely, recalls Jane Pritchard one of the agency's creative directors, but the market was crowded with 23 other brands. A savvy, targeted campaign, which included tie-ins with youth music channel Much Music, out-of-home ads, guerrilla marketing on



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But not every marketing communications agency



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"Since the launch of Alesse, Anderson DDB has been a valued partner," says David Rendimonti, Business Unit Director, CNS/Women's Health, Wyeth. "By staging ongoing and innovative 'experiences' for young women, Anderson DDB helped create a brand loyalty that continues to make Alesse the most prescribed birth control pill in Canada."

Another example was the US campaign for Medicis Aesthetics' Restylane. "The brand had never talked to consumers," says Pritchard of the dermal filler that in the beginning enjoyed high recognition among dermatologists and plastic surgeons, but low brand awareness among its female 35 to 50 target.

For its first direct-to-customer (DTC) campaign, launched in July 2007, Anderson DDB created TV spots featuring free-spirited women who all have different reasons for using Restylane. The "Why do I use Restylane" campaign included print work and a website. "The response was immediate," says Pritchard. Six-week results for the campaign included 150% growth in website visits. Increased awareness translated into more women

requesting the product by name. The company posted significant return of investment (ROI).

In contrast to the US, Restylane is a market leader in the dermal filler category in Canada and has been for nine years. Medicis Canada recognized there was room for growth and awarded

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Anderson DDB the challenge of creating a new advertising campaign to support its market development strategy.

"Given the difference in product life cycle, approved label and consumer preference, Anderson DDB helped Medicis Canada to create the new 'Natural Looking' you campaign, which was launched in September 2008," says Alan Chan, Director of Marketing, Medicis Canada. "Early market feedback has been extremely positive. Physicians and consumers are clearly getting the message and there has been a considerable increase in visits to [www.restylane.ca](http://www.restylane.ca)."

Strategic, award-winning campaigns that deliver ROI, like the ones above, have been a core offering of Anderson DDB. That will not change, says Brady. But future-ready agencies need to take heed of and react swiftly to business trends, as well as the evolving media environment.

With likely changes in Canada's DTC regulations and the explosive impact of the Internet and mobile technology, what's ahead looks exciting, challenging and full of emerging opportunities. And Anderson DDB Health & Lifestyle with its network of offices across North America is equipped, Brady says, thanks to a distinguished team that provides clients with strategically integrated and creative DTC and medical marketing services in everything from digital to customer relationship management (CRM) to traditional mass advertising.

The new dynamic means less protocol, Brady adds, so pharmaceutical marketers with a new assignment or a new drug coming to market should simply give him a call at (416) 960-3830. **CPM**