

50th Anniversary Just the Beginning for Allard Johnson

There's something special about a 50th anniversary. For Allard Johnson (AJ), it means we've been around long enough to know what we're doing, yet we're young and hungry enough to be learning every day about how to get better at what we do. One thing we've come to realize is that our future is always just beginning.

Our clients feel the same way about their futures too and that's one of the reasons they love to work with us. Some other reasons? Fresh ideas, our great strategic and our award-winning creative.

Boasting extensive expertise in specialized medicine, AJ is now also playing an industry-leading role in the development and execution of innovative direct-to-consumer (DTC) campaigns designed for the Canadian pharmaceutical market.

This summer's high-profile integrated DTC campaign for Merck Frosst's HPV vaccine, Gardasil®, inspired global spin-offs. It included targeted consumer TV spots, consumer print ads, out of home and more. The message for moms and their daughters—do everything you can to reduce the risk of HPV, cervical cancer and genital warts. AJ was proud to be part of this exciting campaign.

On the consumer side, the big story at AJ was our national campaign for Subway® restaurants. It playfully reached out to young sandwich-lovers with up-beat TV ads and radio spots. It also included community programs, sponsorships, promotions, micro-sites and Web banners, plus a full array POP. Consumers loved it. But most importantly, the results for our client have been measurably outstanding.

Other new accounts we're thrilled to have acquired this year include Actelion, makers of Tracleer®, a drug for pulmonary artery hypertension and Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), the Government of Québec's Ministry for Agriculture, Fishing and Food Products. This year also saw our first flight of TV spots created for Health Canada's consumer campaign for the National Anti-Drug Strategy. A second campaign is in the works.

With in-house French/English Adaption services, AJ can handle all types of regional and national campaigns. By optimizing search engines, our Interactive Group can boost overall campaign effectiveness. Vertical integration enables

AJ to provide clients with enhanced strategic control over every phase of a project from concept to completion and AJ boasts built-in reporting procedures to optimize budgets and maximize efficiency.

The one thing that truly sets AJ apart from all other agencies, however, is our proactivity. To help our clients stay one step ahead of their competitors, the team at AJ stays more than one step ahead of our clients. We stay on top of the latest consumer trends, changes in advertising regulations and the latest advances in media technologies. And we take advantage of what we learn to offer our clients new and innovative ways of moving into the future. Our clients appreciate that you don't get ahead by standing still or reacting too late!

After 50 great years, the action at AJ is just beginning.

If you're interested in finding out ways that Allard Johnson can help you take your brand to new heights, contact: Mario Daigle at (514) 315-2712 or Rick Mosseri at (514) 315-2705 in Montreal, or Mark McElwain at (416) 323-2052 in Toronto.

Grip Limited Named AOR By Procter & Gamble Pharmaceuticals For Seasonale Business

Grip Limited of Toronto was named Agency of Record by Procter & Gamble (P&G) Pharmaceuticals Canada, Inc. for the Seasonale™ brand, the first and only extended-cycle oral contraceptive available in Canada. "We're proud to be chosen to work alongside P&G Pharmaceuticals, a leader in pharmaceuticals. With their passion to improve the lives of patients, Grip is thrilled to have an opportunity to create some ground-breaking work to help communicate this exciting new option for Canadian women," said Harvey Carroll, President, Grip Limited.

Founded in 2002, Grip Limited is a fully-integrated communications agency located in Toronto. In a short six years, Grip has gone from eight to over 90 employees and continues to build a list of blue chip clients including: Allergan, Cadbury, Expedia, GlaxoSmithKline, Honda, Labatt Breweries of Canada, P&G Pharmaceuticals and Yard Sale For The Cure. For more information, please contact: Harvey Carroll, Grip Limited at (416) 340-7111 or harveycarroll@griplimited.com **CPM**