

Allard Johnson: It's About Creating Results



Mario Daigle,
Executive Vice-President and
General Manager

Please review the history of Allard Johnson in Canada.

This is our 52nd year in business. Our Wellness Group was established in the early 80s as LBJ. Ten years ago, we merged with Allard & Associés, a consumer agency founded in Montréal in 1958, to form Allard Johnson Communications. This gave us the opportunity to integrate more consumer thinking along with our already strong wellness expertise. We now have about 100 people between Montréal and Toronto. The way we're integrated and the quality of our creative, combined with our strategic planning expertise, makes for great synergy.

Some of our biggest accounts have been with us for over 10 years. Long-term relationships have been a key to our success, which comes with trust and teamwork—plus our single-minded focus which is to create results for our clients. This is what our history has all added up to—creating results.

What are the benefits to your clients of Allard Johnson being an independent Canadian agency? Are you affiliated with any of the larger International agencies?

We have major expertise in the Canadian market, especially when it comes to working with our many industry regulators (PAAB, ASC, Medec and Rx&D), so we can adapt global campaigns for our clients and make them work in the Canadian and Québec markets. With our regulatory constraints, this can be quite a creative challenge, but we always create results.

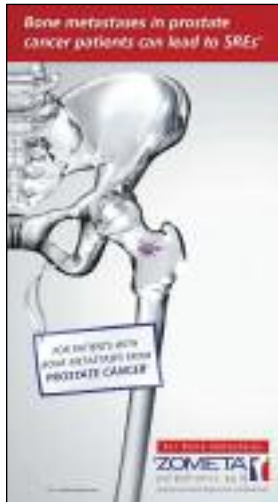


Mario Daigle and Mark McElwain.

We're a part of MDC Partners, a Canadian-owned group of North American marketing communications firms. The group thinks strategically, generates innovative solutions and attracts great talent.

MDC gives their shops lots of leeway and this has produced hot MDC partners like Crispin Porter + Bogusky in Miami, kirshenbaum bond senecal and partners (kbs+p) in New York and Veritas Communications, Integrated HealthCare Communications and Zig, in Toronto. Each is completely independent.

Traditional agency networks are more rigid and standardized and have a geographical client focus. MDC fosters an entrepreneurial spirit among its partners while helping to provide the human and financial resources needed for accelerated growth.



Zometa Detail Aid.



Hydromorph Contin Journal Ad.



Biphentin Detail Aid.

What are your biggest challenges going forward?

We've all been suffering from economic future shock lately. Things have changed and marketers need help adjusting to what the "new" normal is. Every investment dollar now has to be justified. Budgets are being trimmed. Marketers are taking a long, hard look at all their activities. This puts enormous pressure on us to create results and to be even more strategic in our thinking. The answer is to add more value to what we offer and what we do.

What brands/clients are part of your current roster of accounts?

In wellness we have:

- Abbott since 1998, with Sevorane and Meridia
- Actelion since 2008
- Merck Frosst with the current Gardasil DTC campaign, plus Cozaar/Hyzaar, Januvia, Singulair, Maxalt, Rotateq (Merck has been our client for over 10 years)
- We've had Novartis since 2003, with many specialty brands like Zometa, Sandostatin, Clozaril, Sebivo, Neoral

- Purdue Pharma has been with us for more than 25 years, for brands such as Hydromorph Contin, OxyContin, Zytram XL, Senokot and Biphentin
- Montréal InVivo since 2009
- The Ontario Ministry of Health and Long-Term Care since 2007

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We also have a number of high-profile consumer accounts:

- Subway Canada since 2007
- Church & Dwight since 1996 with Trojan, Gravol, First Response and Arm & Hammer
- Dairy Farmers of Canada since 1983 for their recent Healthy Weight campaign, the annual Nutrition Month campaign and the popular Milk Calendars



Dairy Farmers of Canada Magazine Ad.



Gardasil Magazine Ad.

- Prestige Brands since 2008 with Clear Eyes, Compound W and Little Allergies
- We also have a number of government accounts both federal and provincial in Ontario and Québec

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How would you characterize an Allard Johnson employee?

They're so self-directed, I don't even think of our people as employees. They're results-driven, client-focused, proactive and stable and they're all creative. We have Mark McElwain, the former PAAB CEO and Steve Goldberg, arguably the best medical writer in the business. Rick Mosseri heads up new business development and we have strong interactive teams led by John Xydous and Dave

Nourse. Plus, we have award-winning creative teams led by Luc Perreault and Steve Crawford in Montréal and Dan Pawych in Toronto. All of them make a contribution beginning at the strategic level, because to create results today, you can't take anything for granted.

Our best people have been with us for years. This means good continuity for our clients, which is critical because product managers stay only about two years before moving to another position.

What sets Allard Johnson apart from your competitors?

That's simple. We create results! We do this over the long run with outstanding creative and skill at executing campaigns in both English and French. We won't just take orders—that's part of the value-add we bring to the table.

We're one agency. Our Montreal and Toronto offices work together as a team. This isn't the norm in our industry today. There are big shops with offices that never talk to each other.

Allard Johnson is a hot shop with staying power. Success often comes from hanging on when others have let go. It comes with our ability to maintain



Mark McElwain and Rick Mosseri.



John Xydous and Myriam Laplante.

client relationships built on solid foundations, value for money and years of business success. I'll say it again, we create results!

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What changes, if any, do you anticipate over the next two to five years, with respect to the way Pharma companies communicate with their customers?

Certainly the traditional marketing approach to physicians will need to change. We'll have to identify new and more innovative marketing tools outside of the traditional model.

Patients and consumers are better educated and DTC will be critical in closing the marketing loop, especially with market-leading products. We foresee the use of more DTC vehicles, even though our government isn't likely to lift any of the regulatory constraints. There are more and more loopholes and these have led to a set of "Swiss-cheese" regulatory barriers.

Social media will play an increasingly important role. It will challenge the feasibility of the Canadian model when it comes to pre-clearing of advertising. The Web and social media will be critical in any new marketing mix.

Many important brands will be going generic in the upcoming years and we'll need programs to make sure that drug companies can maximize their short-term return on investment. And we won't be able to rely on blockbusters for industry growth anymore. Niche products will be playing a much bigger role in our collective future. **CPM**

*For more information, please refer to our website:
www.allardjohnson.com*