

We are the World. We are now BOOM CDM.



Based on an
interview conducted
with **Jamie Fisher**,
President of
BOOM Works.

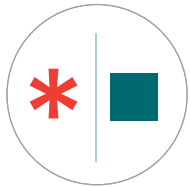
Wow! Now we know
what all of that BOOM
buzz was leading up to.

JF: Yes—it's been a deliberate
build to the New Year and
to this major announcement.
BOOM Works is now
BOOM CDM—and a member
of the Cline Davis Mann (CDM)
World Agency. This is very
exciting for us and especially
for our clients.



We all know what
a global agency is—
but what is a
world agency?

JF: Global agencies are a
collection of individual
agencies that have a
transactional relationship.
As many of us have
experienced, there are many
inherent weaknesses
in that model. The CDM
World Agency is, I am
happy to say, a completely
different concept. It acquires
best-in-class agencies
from around the world to
operate as *one unified*
agency. Think of it as one
huge agency with different
geographic locations.



One world.

What will this mean exactly for your clients?

JF: Our clients—existing and new—will continue to receive what BOOM has always offered them and now a great deal more. I have spoken to all of our clients, of course and they are already intrigued by the prospects. They recognize it is an agency model that has never existed before and that it's going to make a world of difference to their brands.

How so?

JF: BOOM CDM can now offer our clients fluid, timely access to knowledge, insight and talent from around the world. We are one part of one agency with a pool of talent that enables us to tap into international pockets of expertise to deliver the best possible product.

Is the CDM World Agency new?

JF: No. CDM's NY operation was founded in 1984. CDM agencies were launched throughout Europe and Latin America last year and are enjoying a huge success for all the reasons I have cited. Clients—and agencies—are seeing the difference with this world agency model immediately.

How did BOOM become a part of it?

JF: The CDM World Agency chooses its agencies to acquire or operate very carefully. In fact, they surveyed Canada for an entire year to identify the ideal agency acquisition here. They chose BOOM. I believe it is not only because of BOOM's clear leadership in Canadian healthcare marketing, but because we are so closely aligned in our vision and approach to healthcare marketing. Part of the BOOM team participated in the second biannual World Agency meeting in New York in November—it was very inspiring!



One agency.

Inspiring in what way?

JF: We saw this world agency in action. We met with the senior management of each and every agency linked in to the model. Over three days we presented our agency capabilities and expertise and shared our best practices. Then, as members of our World Agency, we took all this information and defined best practices that we will all utilize in our separate markets. We reviewed and improved systems and processes, to allow us to tap easily and regularly into each other's expertise. This model of worldwide collaboration will take place at least twice a year.

CDM is not a name we know well in the Canadian market.

JF: You soon will. They're about to "Go BOOM," as we say here. And you can be sure the buzz will be heard all across Canada. But let me give some background.

Cline Davis Mann is the world's leading healthcare communications group based in New York. The agency was founded in 1984 and has 1,200 employees in New York, Los Angeles, Princeton, London, Munich, Paris, Milan, Barcelona, Madrid, Istanbul and Sao Paulo and now, Montreal.



* BOOM
works



Montréal

Last year the launch of CDM World Agency was announced, a growing global group of healthcare-specific advertising agencies that CDM owns and operates.

The success of CDM in the US has been widely recognized including Agency of the Year in 2008. 2008 saw more than 20 new awards, including Best Professional Advertising Campaign by *Med Ad News*.

However, CDM's wins go beyond awards: The agency participated in over 50 pitches and won 40, for a win rate of 80%. Even so, Chairman and CEO Ed Wise says CDM is not known for resting on its laurels and always takes action to improve on the previous year's performance.

This commitment to improvement has led to the creation of a number of proprietary divisions and processes within CDM. There are several, such as Platform Advisors (a group whose services include portfolio strategy and early commercialization), and a Medical and Scientific Affairs department that employs over 40 MDs, PharmDs and PhDs. Now we can only imagine what 2010 will bring—especially with BOOM CDM.

Have you already started working within this world agency?

JF: Yes, definitely. For example, we're working now on the launch of a respiratory product. The people at CDM New York spent six hours with us as part of their routine "on-boarding" process – we had access to a respirologist who provided extensive disease background and insight into the market from the perspective of a clinician. It was like a compressed university seminar that brought us up to speed in an incredibly short period of time.

The goal of the CDM World Agency is always to provide the most effective solutions to the challenge at hand. It really is this type of thinking that makes CDM World Agency so receptive to good ideas, whatever the source.

We've already been involved in developing creative for two global campaigns. This is tremendously

satisfying, since BOOM has always been known in Canada for strong creative and it's a chance to showcase our strengths on a world stage.

Is there anything else that makes CDM World Agency different?

JF: More things than I can describe in this article. Many things have impressed me, obviously, but here is one other thing not common among agencies anywhere...

a huge investment in their people. Professional development is a priority. There is actually a CDM University that provides ongoing, tailored education to enhance employee satisfaction—in the coming year they will offer 525 courses. It doesn't get better than that. And fairly soon—as in now—I am saying 'we' not they.

So how would you summarize the new CDM World Agency/BOOM Works relationship?

JF: I think I can speak for our clients as well as for everyone at BOOM – it's going to be a blast! And you'll be hearing a lot more in the weeks and months to come.



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