

# A Message for the future

## Anderson DDB Health & Lifestyle Shines in Branding

### An interview with Anderson DDB President Kevin Brady

Anderson DDB Health & Lifestyle isn't new, but part of its name is. The agency is the leader in health-care marketing in Canada, and has recently enhanced its branding to define their expertise, experience, creative heritage and resources.

Formally known as Anderson, the company stands poised for continued growth in a field they have made their own. The recently announced name enhancement also establishes Anderson DDB Health & Lifestyle's confidence in their capability to deliver clear and focused messages for their clients.

"We didn't just invent this health and lifestyle direction. This agency has been doing it successfully for a long time," said Kevin Brady, President. "It's 30 years of heritage that brings us to this point. We developed our real niche in pharmaceutical marketing here at Anderson 14 years ago. But now, when every major multinational has a health-care component of some kind, we're being sought after for our innovation and expertise in the category."

### Different Times, Different Tools

Since 1972, the agency has steadily grown to meet a burgeoning demand from an audience that includes a wide range of clients, from consumers to specialists in the health and research professions.

The evolution of health-care marketing means new potential for messages once believed to be inappropriate with respect to government regulations. As the impact of successful Direct-to-Consumer (DTC) advertising becomes increasingly recognized across the pharma industry, Anderson DDB Health & Lifestyle is poised to push ahead with messages challenging the established parameters. Campaigns that are



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compelling, without overstepping ethical or legal boundaries, have become the agency's signature.

The agency's creativity sings in the entertaining ads featuring B.B. King and his guitar, "Lucille," speaking for LifeScan's One-Touch Blood-Glucose Monitor. It is also Anderson DDB Health & Lifestyle that introduced Hamilton Beach's quality home appliances in a campaign splashed with European flavour and humour.

## Campaigns That Make a Difference

Arguably, its most compelling, resounding effort is the "I believe" campaign for Canada's Research-Based Pharmaceutical Companies (Rx & D). A beautiful woman covers one breast while showing the scars of her mastectomy, and a child in leg braces learns to walk between handrails — both ads attest to "believe" in the future of drug research and development. These ads have elevated the positive profile of pharmaceutical companies in an unparalleled public awareness campaign.

It is this impressive gamut of capabilities that the agency brings to its blue-chip pharma and health-care clients. Moreover, as a unique partner of DDB World-

wide, the company is well-situated to apply integrated resources along new and creative avenues.

Headquartered in Toronto, the agency has an office in Montreal and recently began operations in New York and San Francisco to meet the flourishing demand from clients who want the best.

"Pharmaceutical marketers utilize us as much for our consumer expertise as they do for our traditional strength in pharma," says Brady. "Our work here helps people with life choices and lifestyles, be it pharmaceuticals or consumer brands or, in some cases, both.

"One of our successes, in being a Canadian agency, is that we regularly deal with the Food and Drug Administration (FDA) and other regulatory organizations, such as the Pharmaceutical Advertising Advisory Board (PAAB), Advertising Standards Canada (ASC), and the Canadian Radio-television and

Telecommunications Commission (CRTC), as well as industry organizations like the Non-Prescription Drug Manufacturers of Canada (NDMAC). We also deal with Health Canada and work within Federal regulations. We're used to, and experienced with, many regulatory bodies in our industry."

## People Power

Certainly, the company's personnel have an unparalleled depth of knowledge about the industry and a dedicated commitment to client needs. Anderson DDB Health & Lifestyle staff are experienced in areas beyond the expected creative framework and the agency's roster boasts university backgrounds in science, medicine and pharmaceuticals.

"Our people read the clinicals, they know the science of the molecules, they talk to the doctors," says Brady. "There's an old saying in advertising that the business isn't brain surgery. Well, ours is. We're bringing that experience and expertise, in relevant messages, to the consumer."

A family doctor acts as a consultant at Anderson DDB Health & Lifestyle to help develop the

agency's strategic approach. This consultation is done by providing expertise on products physicians are using, as well as category reviews of the products.

To maintain the staff's dedication, as well as their passion and commitment to clients, the agency looks after its team. Twice-daily healthy snacks, often fruit or veggie trays, provide employees with a balanced diet, and draw attention away from computers and meetings. Annual "Camp Anderson" weekend pilgrimages to Toronto-area resorts build team skills outside the office. There's also an annual ski trip and half the cost of health-club memberships are paid by the agency. This year the agency is even getting involved in the Beaches International Jazz Festival in Toronto on behalf of its clients and staff.

"I'm trying to do things a little differently," Brady says. "We all like each other. Nothing motivates an



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agency more than getting new business, sharing it, working on it together and still having fun with each other in the process.”

Still, the overall and ultimate focus is client service. It has propelled Anderson DDB Health & Lifestyle into a league of its own in offering DTC, over-the-counter (OTC), professional and lifestyle consumer products and services. Each different approach offers the same objective — an enhanced level of health and/or lifestyle.

## Convergence and Client Service

Developing and maintaining this vital convergence is the responsibility of the core top-level professionals seeded throughout the agency: Joanne Belsito, Executive Vice-President, Managing Director, Montreal; Gord Desveaux, Executive Vice-President and Director of Strategic Planning; Mark Spurr, Vice-President of Client Services, Domestic Healthcare; Carol Chilsholm, National Media Director; Dieter Kaufmann, Co-Creative Director; Ron Hudson, Co-Creative Director; and Mark Burgess, Group Account Director, Lifestyle. They each bring to the table a keen understanding of their clients’ developing needs and


goals, a skill that has become a trademark of the agency.

“Our level of achievement here at Anderson DDB Health & Lifestyle all boils down to a passion for the business that drives us to know the brand as well as our clients,” says Mark Spurr, Vice-President of Client Services, Domestic Healthcare.

“We develop agency teams that work with brand teams, who have to ensure that everyone is in the loop, every step of the way,” he says, describing one aspect of the company’s client service model. “First and foremost, we put the needs of our clients at the forefront. This is not a surprising or new philosophy, but what is surprising is how few agencies practise this on a daily basis.”

That focus on client service is reflected in Anderson DDB Health & Lifestyle’s ongoing accounts. Wyeth-Ayerst, for instance, is enjoying unprecedented attention with its continuing Alesse® (levonorgestrel and ethinyl estradiol) prescription birth control pill campaign.

The Alesse Direct-To-Consumer-Advertising (DTCA) campaign, which began in early 2000, was designed to stimulate demand in a flat category by appealing directly to young women. The challenge was to talk to them in a meaningful way, with issues

The logo for Crossbow Systems features the company name in a serif font, with a horizontal line underneath. A diagonal line crosses the horizontal line from the top left to the bottom right, forming a crossbow shape.

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they are dealing with, through a series of lessons learned by their peers — and to do this effectively within ASC guidelines.

“It’s about making the right choices — not just about a woman’s sexuality, but in general,” says Spurr of the bilingual DTC ads that appear in print, transit, theatre and television ads.

The campaign maintains a powerful consumer message, while staying within Health Canada’s regulations. How? The agency produced both branded and unbranded ads, which met the legal requirements, and ran them consecutively, but separately, with a length of time in between each ad.

“We purposely found young women who would speak to their contemporaries, to other smart and confident women, and not seem as if they were speaking down to them. It took a long time to find the right fit,” says Spurr.

He notes that word of mouth — “an endorsement from a client who has utilized your services and is respected by their peers, that’s a recommendation beyond compare” — has helped make Anderson DDB Health & Lifestyle the leading industry agency. It has also helped leverage new business with the agency’s existing clients.

### The Staying Power of Continued Success

With the success of the Alesse and Premarin® (conjugated estrogen tablets USP) campaigns for Wyeth-Ayerst, for example, the pharmaceutical firm awarded Anderson DDB Health & Lifestyle two additional brand opportunities, including Effexor XR® (venlafaxine), an antidepressant.

Terry Davidson, Group Product Manager for Women’s Health at Wyeth-Ayerst, remembers first seeing the Alesse ads publicly in a theatre and on MuchMusic in May 2000. “We were very pleased with the airing,” he says of the launch. The campaign went on to garner, from a public relations perspective, 22 million media hits in its first week.

“It gave a lot of confidence to Anderson and to our company. We felt comfortable going to them with other products,” says Davidson. “Kevin Brady was new to the company when we first went to Anderson, but he put his money where his mouth was.”

“I’ve found the people at Anderson to be very professional — they listen, they get involved with the business. They have an understanding of who we are and how we operate,” Davidson adds. “They’re out to



Right: Anderson DDB Health & Lifestyle President Kevin Brady. Left: Mark Spurr, Vice-President Client Services, Domestic Healthcare.

be a partner. They want to win just as much as we do.”

But winning also means staying power for the agency that’s led its category for over a decade. “Health and lifestyle is a vibrant, growing category,” says Brady. “It’s an area that’s gaining importance with aging Baby Boomers. We see it in the growing social emphasis on improved health and the increase in diet concerns in our aging population.”

Likewise, Brady is careful to choose the right path for Anderson DDB Health & Lifestyle. “We wouldn’t take a cigarette account unless it’s a product to stop smoking.”

Clearly, Anderson DDB Health & Lifestyle stands behind its clients’ messages.

“We’ve been doing health and lifestyle for over a decade, and we’ve positioned ourselves well for the direction in which this business is going,” Brady adds.

For companies looking for results-oriented health or lifestyle marketing, their search should begin with Anderson DDB Health & Lifestyle, offering clients creative, innovative messaging guaranteed to create an impact. [CPM](#)

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