



NEW CLIENTS UNDER THE TREE FOR LXB

LXB celebrated Christmas in 2002 with five new clients landed over the last few weeks of the year.

With SOPREMA (the Canadian leader in waterproofing products), CONVATEC (a division of Bristol-Myers Squibb, manufacturer of ostomy and wound care products), AXIDATA (one of the three largest computer technology resellers in Canada), Lambert (Quebec manufacturer and national distributor of ice cream products), and lastly, La Capitale Groupe Financier, LXB has good reason to celebrate! For more information, contact Paul Bergeron, vice-president, life sciences, at 1 800 463-4567 or at pbergeron@lxb.ca.

LUCKY 7 AT BEAUCHEMIN COMMUNICATION MARKETING

For the last few months, Beauchemin Communication Marketing has been quietly but steadily adding to its client base. Seven new clients have prevailed themselves of Beauchemin's expertise in brand and relationship management. Tactical campaigns were created for Astral Media, Lise Watier Cosmétiques, and Mister Muffler, and a direct mail campaign is being planned for Berlex Canada.

The agency is also creating brand images and repositionings for new clients La Capitale (Locations Lutex) and Proclité. It is also redesigning Multi-Prets' image and planning for its new account, a mass media campaign to be launched shortly.

For more information, contact Guy Beauchemin, president, at (514) 899-0508, ext. 232 or at g.beauchemin@beauchemin.com.

BATES CHANGES NAME TO HEALTHWORLD

Over the past few years Bates Healthworld Inc., one of the world's most successful healthcare communications groups, has acquired many international healthcare advertising agencies, as well as CME, PR, publication planning, and promotion companies.

Recently, the company decided to unite all the groups' communications services under one corporate name—Healthworld. In Canada, the legal name will be Healthworld Canada Limited. Ownership, location, and staff will remain the same.

2003 OFF TO A BOOMING START

Two resounding agency-of-record mandates ushered in an exciting new year for BOOM Works.

In December, Abbott Laboratories selected BOOM to launch D2E7, a biologics response modifier for the treatment of rheumatoid arthritis. Abbott had conducted a five agency competition for the business. BOOM will handle all creative and media planning services for a national campaign. "It marks the start of an exciting new client/agency partnership," said Jamie Fisher, agency president. "This will be a key brand for Abbott, and certainly for BOOM."

In the same month, IMS Canada awarded BOOM the launch of its major new product in 2003. Similarly,

IMS had conducted a wide agency search in Toronto and Montreal before selecting BOOM for its national programming. Branding for this innovative new product will establish IMS as the leading provider of business intelligence applications.

Both clients will take advantage of the depth of resources offered through BrandLinks, a partnership of BOOM, Vincelli Communications, AXDEV, and Vision (formerly Sentra). Together these four high-end, specialty agencies provide advertising, multimedia, Web sites, event and logistical planning, research, CME/CHE, and performance enhancement.

SUDLER & HENNESSEY WINNING ASSIGNMENTS... AND PRAISE

Sudler & Hennessey (S&H) has won the first ever assignment resulting from the new joint venture between Merck Frosst Canada and Schering Canada. Marketed under Merck Frosst/Schering Pharmaceuticals, S&H will be working on the launch of the first product of a new drug class for lipid management.

Big wins for S&H Toronto

GlaxoSmithKline (GSK) has awarded S&H Toronto the product assignments for Zofran[®] and Varilrix[®] (chicken pox vaccine). The quality of the work on these brands resulted in GSK granting S&H two additional accounts

(Boostrix[®] and Navelbine[®]) in the latter part of 2002.

S&H receives seven awards for creative excellence

The creative efforts of S&H and their clients resulted in six major wins at the 16th Annual R_x Club Show, as well as one award from the Globals International Healthcare Communications Competition. The award-winning campaigns were for Altace[®] (Aventis Pharma), Similac Advance (Abbott Laboratories), Pfizer Pharmacy Program, a gastroenterology book commemorating the 20th anniversary of Axcan Pharma, and a direct-mail campaign for the product Endospray[™].

TOP HONOURS FOR REMTULLA EURO RSCG

Remtulla Euro RSCG was recently awarded the following product assignments:

- Mavik[®], a new ACE inhibitor, from Abbott Laboratories and Fournier;
- Alvesco[®], a new asthma medication from Altana Pharma; and
- Plavix[®], the anti-platelet medication from Sanofi/Bristol-Myers Squibb.

At the recent R_x award show in New York, Euro was awarded:

- a gold medal for their Remtulla Euro RSCG self-promotion multimedia campaign; and
- an award of excellence for the Meridia Journal advertising campaign, and for the Kogee Club, a patient program for kids with hemophilia.

CPC HEALTHCARE EXPANDS ACCOUNT PORTFOLIO

CPC Healthcare Communications of Toronto has won several new accounts in recent months. These include an integrated patient compliance and support program for Boehringer Ingelheim's antihypertensive, Micardis[®]; an e-business program with Pfizer; and patient compliance programs for two major GlaxoSmithKline brands.

In response to the growing demand for effective, integrated marketing solutions within the healthcare sector, CPC has also expanded its eSolutions team, together with its range of interactive service offerings.

NEW ACCOUNT FOR PUBLICIS

Publicis Wellcare Toronto has recently been awarded the Teveten[®] account at Solvay Pharma.

PORTFOLIO TAKEOVER BY MACLAREN MCCANN

MacLaren McCann Healthcare has recently taken on the cardiovascular portfolio at Servier, relaunching Coversyl[®] and a new product assignment.

SIMBROW & ASSOCIATES LAUNCH NEW PRODUCTS

Jeffrey Simbrow and Associates has recently launched Bextra[®], the new COX-2 inhibitor from Pharmacia, and Spiriva[®], Boehringer Ingelheim's new treatment for COPD.