

# Ad Agency News



## BE AWARE... bMOD COMMUNICATIONS IS OPEN FOR BUSINESS

With the mission of creating strategies and tactics that change behaviour, **bMod Communications** has opened its doors. Among its key brands is Remicade®, indicated for the treatment of Crohn's disease and rheumatoid arthritis. "We are happy to be providing strategy, creative, and media planning for the leading biologic in its class," Eric Frendo, president, says.

"Our philosophy is based on the principals of behaviour modification," says vice-president, Kathryn Buck. "Customers are appreciative of our unique approach."

With agency of record (AOR) agreements and interactive projects with several pharmaceutical and biotechnology companies, bMod has been busy since its launch. In addition, bMod has just been named AOR for a major product to be launched in the near future. "The market seems to be ready for a different approach," Mr. Frendo says. "We are very excited about the future."

For more information, contact Eric Frendo at (514) 845-9889, ext. 284.

## BOOM GOES SOUTH

South of the border, that is.

Earlier this year, IMS Canada selected **BOOM** to launch its major new product, Integrated Solutions™. With an advertising campaign featuring a white mouse and urging business executives to "ask the mouse" for fast decision-making information, the launch creative has attracted industry-wide attention—and interest from IMS Global.

In April, BOOM was awarded IMS U.S. business for which the the Montreal agency will be developing key corporate and product materials. IMS is the world's leading provider of information solutions to the global pharmaceutical and health-care industries.

BOOM has also been awarded IMS Latin America corporate advertising. Along with BrandLinks partner Vincelli Communications, BOOM has developed promotional and event material for the 2003 IMS World Pharmaceutical Review Conferences in Mexico, Argentina, and Brazil.

For more information, contact Jamie Fisher at (514) 937-1446.

## NEW NAME FOR ANDERSON

Publicité Anderson, a leading Montreal-based marketing communications agency, recently announced its new name: **Anderson DDB Santé. Vie. Esprit.** The name change makes the agency the first DDB-branded company in Quebec and harmonizes its overall positioning with the Anderson DDB Health & Lifestyle network.

According to Joanne Belsito, executive vice-president and managing director of Anderson DDB Santé. Vie. Esprit., the name enhancement reflects the agency's DDB heritage and will position the company for continued growth. Branding the agency to incorporate the globally-respected DDB name will solidify its leadership position in the health and lifestyle category across Quebec.

Established in 1972, the Montreal agency is the founding office of the

Anderson DDB Health & Lifestyle network, which now has offices in Toronto, New York, and San Francisco. The Anderson DDB network is a unique, specialized arm of DDB Worldwide and a leading North American company servicing the health-care, pharma, packaged goods, and lifestyle products industries.

Over the past year, Anderson DDB Health & Lifestyle network has quietly, yet remarkably, picked up 20 new client assignments in a wide variety of categories. Notably, the Montreal operation contributed to this growth by winning its first assignment with a U.S. client, CADx Medical Systems of Ohio. It also gained new business from Novartis Pharma Canada Inc., Fournier Pharma Inc., and Pfizer Canada Inc.

Other leading companies or organizations that recently chose Anderson DDB for health and lifestyle marketing include

Centocor, Johnson & Johnson Personal Products, Novo Nordisk, Government of Ontario (Ministry of Health and Ministry of Municipal Affairs & Housing), Danone Waters of North America, and Pfaff Porsche/Audi.

With this growing blue-chip client list, the network expanded in 2002, and opened offices in New York and San Francisco to meet the increased business demands and service of its U.S. clientele.

As a result, Anderson DDB has grown from about 50 employees in Montreal and Toronto to over 125 people in four cities.

For more on Anderson DDB Santé. Vie. Esprit., contact Marie-Hélène Lagacé at (514) 527-5508 or [mlagace@bimporternovelli.com](mailto:mlagace@bimporternovelli.com).

## DENIS PIQUETTE NAMED PRESIDENT OF BATES CANADA

Steven Girgenti, CEO for the Cordiant Communications Group (CCG) in the Americas, recently announced the appointment of Denis Piquette as president and CEO of **Bates Canada**. Piquette replaces former CEO Graham Avery, who has left the company.



Piquette brings a range of experiences to his new role. "Denis has excellent experience with general consumer, business-to-business, as well as health-care products, including Duracell, Unilever, IBM, and various over-the-counter and prescription pharmaceutical brands," Girgenti explained. "He has also worked on both the client side, for Merrell Dow Pharmaceuticals, and the agency side, for Ogilvy & Mather." Piquette was also chosen based on his excellent track record. He owned and

successfully managed his own advertising agency prior to its acquisition by the CCG in 2001. "He achieved great management and new business success at Healthworld's Canadian office," said Girgenti. "He was the ideal choice to take Bates Canada to the next level."

Piquette will remain president of Healthworld Canada and the agency is currently recruiting for a new managing director.

Bates Canada is a part of Bates Worldwide, the principal operating unit of the CCG, the ninth-largest communications network in the world. The CCG is a family of companies under the Cordiant banner that includes 141 Worldwide, an integrated communications firm; Fitch: Worldwide, a brand and design consultancy; and Healthworld, an international organization specializing in professional and consumer health-care marketing.

Bates Canada is a full-service advertising agency with offices in Toronto and Montreal. Present clients include Pfizer, Adams Brands, Hyundai, Alias/Wavefront, Franklin Templeton, Sunkist, and Imperial Tobacco.

For more information, contact Denis Piquette at (416) 640-1100.

## MERCK CHOOSES TAMARIND

Merck Frosst has selected **Tamarind Healthcare Communications** to create advertising concepts in support of Proscar®. Tamarind president and long-time creative force, Dave Mosher, states, "We're a good fit. We are well acquainted with Merck Frosst's policies and procedures with respect to developing and producing promotional material. We are very familiar with the contribution an advertising supplier is expected to make. We're also comfortable with traditional media, such as print, and emerging media, such as interactive, DVD, and the Web."

Mosher, Clare Lord, and Harry Jenkins are senior partners at Tamarind. "Clients like the fact that they are dealing with a principal when they choose Tamarind. They are in direct contact with a decision maker, and that streamlines many of the matters involved in a client/agency relationship," Lord says.

Merck Frosst's choice of Tamarind was logical, given the agency's focus on specialty products driven by the support of specialist audiences, which, in this case, is made up of urologists. In addition, Tamarind was familiar with both the brand and the molecule. Dave Mosher worked on the product during its pre-launch and launch phase, and, more recently, created content for the finasteride compound in its other incarnation, Propecia®.

For more information, contact Dave Mosher at (514) 693-2033, ext. 104.

## CADENCE HEALTHCARE: IN RHYTHM WITH YOUR SUCCESS

Michel Vezina and Oleg Krichevsky have joined forces to launch **Cadence Healthcare**, a health-care communications agency based in Montreal. Michel Vezina, vice-president of client services, and Oleg Krichevsky, vice-president of creative services, each bring to Cadence over 25 years of experience in the pharmaceutical and advertising industries.

Cadence Healthcare brings new meaning to Communications for health care. Cadence's co-founders believe that creating a successful, sales-driven brand image begins with a sound relationship between a marketing team and its agency. Vezina adds, "We believe the key to long-lasting relationships is constant communication. That's our commitment to our clients."

Cadence's rapid-growing client base attests to the success of their communications strategy. At Cadence, each brand receives the same high level of attention from creative and account services, in stride with a brand's marketing sales force.

For more information, contact Michel Vezina at (514) 906-0901, ext. 25, or Oleg Krichevsky at (514) 906-0901, ext. 23.

## PHASE V UPDATE

**Phase V Communications**, the Montreal-based arm of Grey Healthcare Group, proudly welcomed Mead Johnson Nutritionals to its roster of clients. Phase V will be working hand in hand with the Mead Johnson team to promote Enfamil®A+, the only infant formula with clinically proven benefits.

For more information, contact Allan Portwine at (514) 288-5557.

---

## EXCITING TIMES AT ALLARD-JOHNSON COMMUNICATIONS

### *New business*

After finishing 2002 on a very strong note, **Allard-Johnson Communications** has won a number of new assignments in 2003.

The agency was awarded the Novartis oncology portfolio and the agency's wellness team has also won other assignments. These assignments include a new strategic assignment from Convatec (a division of BMS specializing in wound-care and ostomy products); media and creative assignments for Algorithme Pharma (a clinical research organization); project work for the Band-Aid® brand at Johnson & Johnson; and ongoing work on nine new product launches and three line extensions/new indications for products being handled by teams in Montreal and Toronto. Two major corporate initiatives were also awarded to Allard-Johnson by one of its major wellness clients.

In addition, Allard-Johnson Communications has won numerous new assignments from non-pharma clients. These include CAMO-Route, HEC Montreal, Inglis Appliances, and the Royal Bank of Canada.

### *Creative awards*

After winning a number of RSVP Awards from the Canadian Marketing Association in late 2002 for clients such as Pfizer (Accupril®), the Society of Obstetricians and Gynecologists of Canada, and the Royal Bank, Allard-Johnson once again received peer recognition for the results achieved on behalf of its clients. At the recent Marketing Awards Gala held in March in Toronto, the agency also won awards in three distinct categories.

### *In-house changes*

Organizational changes also made the news at Allard-Johnson Montreal. Mario Daigle was promoted to executive vice-president and Pierre St-Amand was promoted from senior account director to director, client services, Wellness. Also, Olimpia Di Sarro has left Euro RSCG to join Allard-Johnson, Montreal.

With three busy offices in Toronto, Ottawa, and Montreal, Allard-Johnson Communications is clearly one of Canada's hottest shops—and already on a roll in 2003!

For more information, contact Mario Daigle at (514) 875-7400, ext. 330.

## EXCITING NEWS AT TORRE LAZUR MCCANN

Since opening its doors in Toronto five years ago, **Torre Lazur McCann** has taken the health-care communications industry by storm to become one of the most respected health-care communications agencies in Canada.

Success breeds success and now it is time for Torre Lazur McCann to expand that success to other parts of the world. That is why they are proud to announce that Mark Swithenbank, a founder of Torre Lazur in Canada, will be taking his formidable skills in new directions by becoming group managing director of Torre Lazur companies in Australia (Sydney and Melbourne) effective May 12, 2003.

Mark has done an incredible job in Canada and is very deserving of this new challenge.

To ensure that performance on their clients' businesses continues to excel, they are also proud to announce the appointment of Rick Smith as president, Torre Lazur McCann Canada. This will be a logical transition, given that Rick has played a significant role as vice-president, director of client services on many projects over the past year and a half. He has continually contributed to all of the agency's businesses from a strategic point of view and behind the scenes as a key advisor on all major initiatives.

For more information, contact Rick Smith at (416) 594-6080.

---

## WHAT'S NEW WITH HMR?

Celebrating 20 years of innovation in health-care marketing, **HMR Worldwide** is happy to acknowledge some exciting, new, and continuing relationships.

R2 Technologies—a medical diagnostic company based in Sunnyvale, California specializing in computer-aided detection of cancer—recently chose HMR to develop promotional materials for ImageChecker®, their groundbreaking breast cancer detection system. As well, Bayer Diagnostics has partnered with HMR to launch Clinitek Status®, an innovative urinalysis instrument, and Rapidlab® 1200, a next-generation blood gas analyzer. Both launches are being prepared for worldwide release.

On the home front, HMR's contribution to the launch of Pegatron®, Schering Canada's state-of-the-art hepatitis C therapy, has met with rave reviews, both here and abroad. And CryoCath, a local cardiovascular disease specialist, has entrusted HMR to help launch their flagship technology, Freezor®, into the challenging U.S. market after having worked with them on their successful European efforts.

To find out more about HMR Worldwide, check out their Web site at [www.hmrworldwide.com](http://www.hmrworldwide.com).

# EURO RSCG WORLDWIDE LAUNCHES EURO RSCG LIFE THE LARGEST FULLY INTEGRATED GLOBAL HEALTH MARKETING AND COMMUNICATIONS NETWORK

**Euro RSCG Worldwide** announced the creation of the largest fully integrated, global health marketing and communications group. The change ushers in a single executive management team united under a single financial reporting structure.

To be called Euro RSCG Life, the new group aligns the company's 44 health-focused offices in 16 major markets worldwide, creating a network of almost 1,000 employees. Euro RSCG is poised for strategic growth by offering clients every discipline they need to build their businesses. These disciplines include advertising, public relations, event promotion, medical education, consumer advertising, interactive, and consulting services. In 2002, Euro RSCG's health agencies had combined capitalized billings of \$1.64 billion US.

Sander Flaum, formerly CEO, Robert A. Becker Euro RSCG, will serve as chairman of Euro RSCG Life. Ron Pantello, formerly CEO LM&P parent Euro RSCG Healthview, will serve as the firm's CEO in charge of the network's day-to-day operations. The two will jointly set and lead the network's business growth strategies, while also retaining close relationships with key clients.

"Offering integrated solutions to address the distinct needs within each facet of the health business is critical," Bob Schmetterer, chairman and CEO, Euro RSCG Worldwide, said. "By applying 'The Power of One' concept we introduced last year in our consumer network, we will greatly enhance Euro RSCG's ability to transform our clients' business through Creative Business Ideas®."

Management of the group will be led by the Euro RSCG Life executive management committee, which will report to

Pantello. The committee members are: Mark Goldstone, chief operating officer and global business director; Diane Harri, CEO Americas; Michel Nakache, CEO Europe/Asia; Michael Norton, chief strategy officer; Donna Murphy, chief of operations; and Tony Russo, CEO of Euro RSCG Life public relations. Al Paz, president Euro RSCG Life Becker in the U.S., also serves on the committee, responsible for Latin American operations and the network's marketing service companies.

Euro RSCG Worldwide, one of the world's five largest integrated marketing communications agencies, is made up of 233 offices in 75 countries throughout Europe, North America, Latin America, and Asia Pacific. Euro RSCG provides advertising, marketing services, corporate communications, and interactive solutions to global, regional, and local clients. The agency's client roster includes Air France, Aventis, Bristol-Myers Squibb, Danone Group, Intel Corporation, LVMH Loius Vuitton, Novartis, Pfizer, PSA Peugeot Citroen, Reckitt Benckiser, WorldCom, Wyeth, and Yahoo!. Headquartered in New York, Euro RSCG Worldwide is the largest unit of Havas, the world's sixth largest communications group.

For more information, contact Peggy Nahmany at (212) 886-2041.

## SUDLER & HENNESSEY UPBEAT

**Sudler & Hennessey** has good reason to feel upbeat about depression, as the agency will partner with Lundbeck Canada for the launch of the next-generation antidepressant Lexapro™.

For more information, contact Robert Martone at (514) 340-7380.

Prepare to bDazzled...

**b M o d**



Change by design

COMMUNICATIONS

For strategies and tactics that change behaviour call Eric Frendo, Kathryn Buck, or Jacques Gagnon at (514) 845-9889 or email [eric@bmodgroup.com](mailto:eric@bmodgroup.com); [kathryn@bmodgroup.com](mailto:kathryn@bmodgroup.com) or [jacques@bmodgroup.com](mailto:jacques@bmodgroup.com)