

Académie-Ogilvy Surpassing Expectations

Talking with Lynne Johnston,
Vice-President, Client Services

Please discuss what led to the creation of Académie-Ogilvy and what your association with Ogilvy has meant for your agency today.

Ogilvy & Mather Worldwide (O&M) is the agency created by British-born advertising legend David Ogilvy in 1948. The agency now has 35 U.S. offices, two Canadian offices, and 359 offices worldwide in over 90 countries. It was the first agency that ventured into China, Korea, and Vietnam, and is now Asia's largest integrated network. We are also one of the first agencies to follow freedom into Eastern Europe. Excluding specialized marketing subsidiaries, Advertising Age ranked O&M as the #11 agency network worldwide in 2002, with revenues of \$589 million.

In 1988, L'Académie-St-Alexandre merged with O&M to create L'Académie-Ogilvy in Montreal. There is a permanent staff of over 40 people. Half of the yearly revenues come from the pharma division, clearly a major focus for the agency.

Presently, there are eight permanent staff members dedicated to pharma accounts (not including production or studio personnel) and we are working on expanding the team significantly.

David Ogilvy was an original thinker and he was the first to identify the vital difference between brands and products. His influence is still felt throughout the Ogilvy health-care network, where we are devoted to building and nurturing great brands for our clients. We are the product of one of the greatest minds in 20th century advertising. Académie-Ogilvy is part of his legacy and we continually striving to live up to his name and ideals.

A F I R S T ' I N A C N E T H E R A P Y

Great on their own.
Even greater together.

'The first clindamycin and benzoyl peroxide combination - Together in one tube'

A high level of performance

- Demonstrated significantly more effective than monotherapy with either clindamycin 1% or benzoyl peroxide 5% in reduction of total lesions*
- Excellent tolerability profile†

A high level of convenience

- Clinically proven once-a-day dosage‡
- Water based, alcohol free§
- Cosmetically elegant¶
- Odourless**
- Practical for the patient; no refrigeration required after dispensing for up to 60 days††
- Consistent quality; no mixing needed

CLINDOXYL Gel is indicated in the topical treatment of moderate acne vulgaris characterized by the presence of comedones, papules and pustules. CLINDOXYL Gel is not indicated for the treatment of cystic acne.

For external use only. Avoid contact with eyes and mucous membranes. If significant diarrhea occurs, the drug should be discontinued. CLINDOXYL Gel should not be given to pregnant or lactating women. Safety and effectiveness in children under 12 have not been established. Use with caution in patients taking neuromuscular blocking agents. Most common side effects are peeling 16.3%, erythema 7.6%, dryness 7.0%, burning 2.2% and pruritus 1.7%.

* p<0.001 vs. benzoyl peroxide, p<0.001 vs. clindamycin at week 11. Based on combined data from 3 double-blind, randomized, parallel, vehicle-controlled trials lasting 11 weeks. Once-daily application, n=488.

‡ Prior to dispensing, pharmacists should store between 2-8°C.

§ CLINDOXYL Gel Comprehensive Summary NDS submission. Data on file, Satei Canada Inc. † CLINDOXYL Gel Product Monograph, Satei Canada Inc.

¶ Certificate of Analysis No. P-2105662. Data on file, Satei Canada Inc.

Clindoxyl® Gel
once-a-day
Clindamycin 1% and benzoyl peroxide 5%

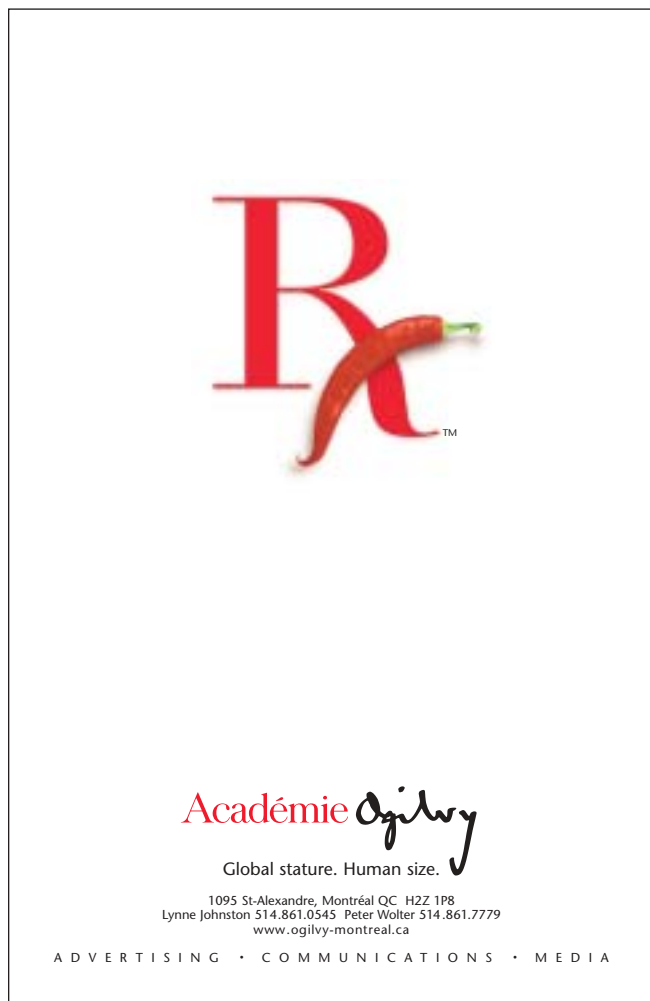
Altogether a great performance

X STAFF
A registered trademark
Printed in Canada
SATEI CANADA INC.
Montreal, Quebec H3E 1E1
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Creative for Clindoxyl® gel.

What types of challenges does the agency face in today's market?

The challenge we face is the differentiation of Académie-Ogilvy from other agencies.



R_x print ad.

It is difficult to differentiate pharma agencies solely based on creative. We and our clients recognize that most agencies are capable of developing solid creative concepts (with input from the client). We believe that what differentiates us, in addition to our focus on branding, is our ability to provide strategic consulting for all aspects of a brand's success. To allow us to achieve this, as opposed to simply providing personal opinions, we have developed proprietary tools. These tools assist us in our role as strategic consultant/partner.

As well, due to continuing merger activity within the pharma world, there are fewer agencies capable of handling the diverse strategic and communication needs for most brands to succeed. More and more, clients are looking for integrated services within their

agencies. With its extensive global network and a deep well of experience, Académie-Ogilvy is well-poised to handle this need.

What differentiates Académie-Ogilvy from the other pharma agencies?

The final product delivered to the client is ultimately what differentiates us from other agencies. The quality of the creative, mixed with strategic accuracy, is meant not just to meet the creative brief, but to go beyond. Clients have come to expect a certain level of performance. We give more. The ads you see here not only succeeded in their respective mandates as far as our clients were concerned, they went on to provide international recognition and win awards. On other levels, we have a full, dedicated media department that is admired and respected in the journal publishing community. We also provide a full service studio and production department that ensures that quality product is delivered "yesterday," as it were.

What accounts are you currently working on?

Académie-Ogilvy has a knack of keeping their clients once they have won their accounts. For example, Bristol-Myers Squibb has been a major client of ours for the past 21 years. Our partnership with Stiefel started 13 years ago and remains strong. Académie-Ogilvy also teamed up with Aventis four years ago. Our newest client, Novartis, hired us in 2000 to work on two of their products.

What is the key to successful relationships with your clients?

We don't believe in "relationships" with our clients—we believe in partnerships. Clients contract us not to develop friendships with them (although we throw that in at absolutely no charge), but to find the solution, the campaign together we can call "ours." We expect our clients to hold us accountable for our stewardship of their brands. Only if we have helped our clients build prosperous brands may we judge ourselves successful. The benefit or outcome of this success is the relationship that inevitably develops with our clients.

