

Road to Glory

Back in July, an esteemed panel of 41 expert healthcare executives, spanning the fields of marketing, communications and media, came together to review and score several hundred submissions to the **MM&M Awards 2009**. The results of their efforts is the shortlist of finalists from which the overall winners will be announced and recognized in New York on October 29

It was 8:30 am on Monday, July 13, at the Warwick Hotel in the heart of the Big Apple and most of the 41 healthcare marketing and media execs that made up the MM&M Awards 2009 judging panel were already assembled, awakening their senses with coffee, cleansing their minds with vitamin C and sharpening their teeth on bagels. Most of them had already battled airport security, outlasted long lines for the Acela train, or, at the very least, edged through the Lincoln Tunnel at a pace barely quick enough to track with the naked eye. But you wouldn't know it. No one was complaining. In fact, there was quite a buzz about the room.

And so the judging began. To give all of the nearly 700 submissions the attention they deserved, the panel was divided into 10 groups, each responsible for reviewing and scoring different categories. Each group analyzed and by turns applauded, criticized and even chuckled over submissions. Wall-sized creative was displayed, web initiatives were explored online and free-standing materials were handled, rattled, spun, erected and evaluated.

But the MM&M Awards are not just about a bunch of creatives judging a bunch of creative. Far from it. Every judging group (bar the purely creative categories) contained at least one, usually two—and sometimes three—senior execs from the pharmaceutical/client side. You can't win an MM&M Award for a campaign that is great in its looks alone.

"How big was their budget?" "What was the ROI?" "Who were the target audience?" "Where was it placed?" "How did they measure it?" "Was there an online strategy?" "Did this go to physicians, too?" These are the types of questions our 18 client-side experts fired at virtually every submission. What each of them was trying to figure out was: "If I'd paid for this campaign, would I have been happy with the results?"

This approach is key to the unique relevance and stature of the MM&M Awards. Not only are entries judged with independence and authority, but pharma execs—whose own reputations can live and die by the success or failure of similar campaigns they themselves commission—also have a say in the scoring.

What also stands out is the dedication and professionalism of the panel, not to mention the spirit and camaraderie. The photos on the following pages offer proof of that.

Of course, not even the judges know the identity of the overall winners—those will be revealed for the first time at the big event in New York on October 29 (see panel below for details).

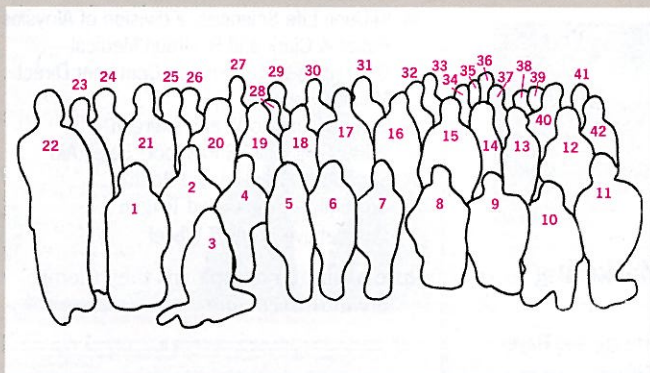
We hope to see you there.

Step out in style at the MM&M Awards 2009

The MM&M Awards evening is the biggest and best party in the industry. If you plan to attend at New York's Tavern on the Green on Oct. 29, then you won't be disappointed. On arrival, you will be greeted with cocktails and the opportunity to schmooze with hundreds of top industry executives, before being entertained by a popular comedian over dinner. Then comes the excitement of the ceremony, when the winners will be revealed for the first time. And if you still have energy to burn, we'll see you at the bar for the Afterglow party. **Dinner**

reservations: www.mmm-online.com/awards. **Further information and questions:** Shital Patel, 646-638-6157

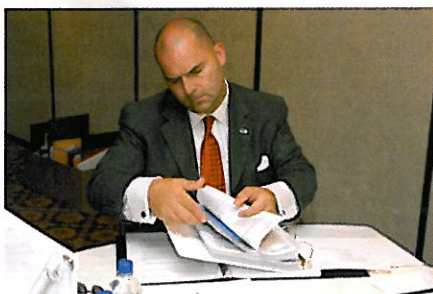
MM&M
Awards
2009



MM&M AWARDS JUDGES 2009

1. **Deborah Dick-Rath**, SVP, healthcare practice leader, FactorTG
2. **Jay Bolling**, president, Roska Healthcare Advertising
3. **Lynn Macrone**, partner, JUICE Pharma Advertising
4. **Debra Sangiuliano**, director of media, Pfizer
5. **Mary Pietrowski**, director of consumer and eMarketing, Hologic
6. **Kathy Love-Weitz**, product manager, UCB
7. **Jennifer Rinaldo**, director, Forest Laboratories
8. **Joe Tocci**, VP, associate creative director, ghg
9. **Steve Frederick**, EVP/creative director, Flashpoint Medica
10. **Chet Moss**, EVP, chief creative officer, ICC
11. **Keith Yocum**, director of online advertising, New England Journal of Medicine
12. **Stacy Miller**, consumer marketing manager, Eli Lilly and Co.
13. **Meryl Weinreb**, global brand manager, AstraZeneca
14. **Sumana Rajagopal**, global media and advertising, Merck

15. **Peter Justason**, director, global marketing group, Johnson & Johnson
16. **Barry Schmader**, executive vice president/creative director, Dudnyk
17. **Ray Kerins**, vice president, worldwide communications, Pfizer
18. **Melissa Clark**, director consumer marketing, Novartis Pharmaceutical
19. **Ahnal Purohit**, president/CEO, Purohit Navigation
20. **Joan Mikardos**, senior director, media, sanofi-aventis US
21. **Ross Thomson**, executive vice president, chief ideation officer, Vox
22. **Mark Goldstone**, president, DDB Health Worldwide
23. **Peter Pitts**, partner/director global healthcare, Porter Novelli
24. **Jonathan Isaacs**, chief creative officer, Ogilvy Healthworld
25. **Patricia Malone**, principal/creative director, Stratagem
26. **Robert Griffith**, managing director, Beacon Healthcare Communications
27. **Scott Watson**, EVP, group chief creative officer, CommonHealth
28. **Becky Butler**, interactive marketing manager, Roche
29. **Benjamin Lei**, group manager, eMarketing, Genentech
30. **Jack Barrette**, CEO, WEGO Health
31. **James Chase**, editor in chief, MM&M magazine (not a judge)
32. **Joe Shields**, product director, Wyeth
33. **Mike Myers**, president, Palo
34. **Jim Maffezzoli**, senior director/group leader, Pfizer
35. **Dale Taylor**, CEO, AbelsonTaylor
36. **Michael Boken**, senior product director, ADHD, Shire
37. **Graham Mills**, executive creative director, Digita Health
38. **Whit Rawlinson**, associate director, Boehringer Ingelheim
39. **Jim Pantaleo**, VP, publisher, MPR
40. **Samuel Trujillo**, director, consumer marketing, Bayer HealthCare
41. **Thom Graves**, studio director, healthcare, IOMEDIA
42. **Jill Balderson**, senior vice president, HealthEd Group



From the top: NEJM's Keith Yocum, IOMEDIA's Thom Graves, Forest's Jennifer Rinaldo and UCB's Kathy Love-Weitz gather around the screen; Shire's Mike Boken checks out a direct mail piece; Roche's Becky Butler, Hologic's Mary Pietrowski and Boehringer Ingelheim's Whit Rawlinson point out something important; and Pfizer's Ray Kerins thumbs through campaign information

Best Use of Public Relations

- Edelman Chicago and American Heart Association—Go Red For Women 2007-08 Untold Stories Campaign
- Edelman New York and AstraZeneca—Us Against Athero
- GCI Health and Merck—Healthy Menu Makeovers Campaign
- HealthStar Public Relations and Solvay Pharmaceuticals—American Diabetes Association's Men's Health Educational Campaign: Diabetes and the Modern Man
- The Marcus Group and The Children's Hospital of Philadelphia—CHOP's Fight to Reclaim Horizon Contract
- WeissComm Partners and Galderma—Differin Acne Rumor Control Teen Campaign

Best Website

- Cadient Group and AstraZeneca—MySymbicort.com
- Cadient Group and DePuy Orthopaedics—DePuy HipReplacement.com
- Ignite Health and Juvenile Diabetes Research Foundation—Juvenation.org
- Intouch Solutions and Sanofi-Aventis—Goinsulin Website
- Klick Communications and Allergan—My Lap-Band Journey

Best Online Advertising Campaign

- AbelsonTaylor and Ther-Rx Corporation—Clindesse Banner Ad Campaign
- Draftfcb and Duramed—Plan B
- Loomis Group and Conceptus—Essure "Savor the Moment" Online Advertising Campaign
- Ogilvy Healthworld and Johnson & Johnson—Concerta Interactive
- Saatchi & Saatchi Wellness and Transitions Optical—Online Healthy Sight Campaign

Best Interactive Initiative for Consumers

- Daniella Koren and Genentech BioOncology—Herceptin HER Connection PRM program
- Group DCA and Alkermes—Vivitrol Touchpoints Recovery Support Website
- Integrative Logic Marketing Group and Galderma Laboratories—Cetaphil Skin Care Club eCRM Program
- Intouch Solutions and Sanofi-Aventis—Go Insulin YouTube Brand Channel
- Waggener Edstrom Worldwide and BioMarin Pharmaceuticals—PKU Awareness Month: Community Building and Engagement through Facebook

Best Interactive Initiative for Healthcare Professionals

- Digitas Health and Daiichi-Sankyo—Video Detail for Evoxac
- Draftfcb and Centocor—Live in My Skin
- Eveo and Roche Pharmaceuticals—Cellcept: Trust What You Know
- Physicians Interactive and Schering-Plough—Nasonex "Meet Your Patient" eDetail
- Synapse Medical Communications and Novo Nordisk—Virtual Patient Diabetes Education Program

Best Individual Product Advertisement in Consumer Press

- Craig Jackson and Partners and BD—BD SurePath Liquid-based Pap Test
- ICC and Food Allergy Initiative—Lobster Food Allergy Awareness Ad
- McCann Erickson HumanCare and Galderma Laboratories—Oracea Skin In Sync Print
- McCann HumanCare and Novartis—Reclast: Lindy & Joni
- Unit 7 and Bristol-Myers Squibb/Sanofi-Aventis—Plavix Stroke "Man in Pool" Print Ad