



**AbelsonTaylor**  
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**Main Contact**

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**Date of Establishment**

AbelsonTaylor was founded in 1981. Early on, diagnostics and medical device companies dominated our client roster. In our second decade, our client roster evolved to include many of the premier pharmaceutical and biotechnology companies in the country. We have worked on patient communications throughout most of our history and have had a dedicated direct-to-consumer practice since 2004.

**Employees**

327 (141 account, 116 creative, 41 production, 29 support)

**Clients**

Pharmaceutical, biotechnology, and medical device companies

**Company Profile**

AbelsonTaylor offers fully integrated, refreshingly original DTC health care campaigns. We fuse spot-on strategic insights about a brand and a consumer with a proven creative process – we were voted Most Creative Agency by our peers for 10 years in a row. Ask to see samples of our broadcast, print, outdoor, radio, web sites, banners, identity, and database marketing efforts. And, examples of how this work is driving results.

**Mission Statement**

Bring the thinking that won us our reputation as Most Creative Agency 10 years running to the world of DTC.

**Awards**

We have been voted Most Creative Agency for 10 of the last 11 years at the Med Ad News Manny Awards.