



DTC National Advertising Awards

After reviewing print and television campaigns aired in 2006 for roughly 20 different brands, delegates at the DTC National Conference selected a print ad for Vytorin and a television ad for Merck's Gardasil as the Gold Award winners at this year's annual DTC National Advertising Awards.

Marketers representing dozens of brands and companies gathered April 11 in Washington, D.C., to celebrate the best DTC marketing efforts of the past year at the annual DTC National Advertising Awards dinner.

Hosted by Rich Benci of RealAge, the event drew more than 300 marketers representing pharmaceutical, agency and media companies. The dinner also featured a video salute to DTC broadcast efforts of the past 10 years – put together by Saatchi & Saatchi Consumer Healthcare – in recognition of the 10th anniversary of the FDA guidance that paved the way for broadcast DTC in 1997.

Among the Ad Award winners was Merck/Schering-Plough's Vytorin cholesterol treatment, which received a Gold Award for both the Best Branded Print and Best Point-of-Care campaigns. Merck's Gardasil won the Gold Award for both the Best Branded TV and Best Non-Branded Print campaigns.

Also making a strong showing in the Ad Awards was Roche's Flu Facts campaign, which won the Gold Award Best Non-Branded TV and the Best Integrated categories. (Roche

markets flu treatment Tamiflu.) Other brands that were recognized with Gold Awards at the annual Ad Awards dinner included Allergan, AstraZeneca, Boehringer Ingelheim, dLife and GlaxoSmithKline.

The video tribute to DTC, which was warmly received by the overflow attendance at the JW Marriott, featured excerpts from almost 100 different DTC campaigns.

To ensure the independence and authority of the DTC National Advertising Awards, a panel of judges was selected late last year to review all of the entries submitted across 11 categories. The judges for the 2007 Ad Awards were: Fariba Zamaniyan, vice president, IAG Research; Angela Federici, senior vice president, pharmaceutical practice leader, Millward Brown; Fred Church, vice president, health and pharmaceutical practice, Ipsos North America; Joan Sinopoli Connors, vice president, marketing communications research, Harris Interactive; Jeff Wasserman, vice president of business development, Synovate Healthcare, and Robert A. Girondi, executive vice president, media research and development, Communications Media Inc.



Rich Benci of RealAge hosted the Ad Awards dinner.



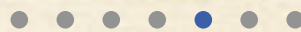
The Tamiflu marketing team at Roche, along with its agency partners, received the Big Idea chair from Yahoo! in recognition of the Gold Award for Best Integrated campaign.

Congratulations
from the bottom of our
hearts...legs...and prostates.

KUDOS TO

Jim Citro (*Coreg*), Kevin Reeves (*Requip*) and Pete Clancy (*Avodart*)
on being recognized as DTC Marketers of the Year.

MCCANN HUMANCARE



YOU'RE THE BEST*

JARROD BORKAT
Boehringer Ingelheim

PAULA GARRETT
Eli Lilly

*EVEN REGULATORY
WOULD AGREE WITH THIS CLAIM.

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The Top 25 DTC Marketers 2007



DTC Perspectives is proud to present its sixth annual list of Top 25 Marketers, a select group of industry leaders representing 16 pharmaceutical companies and more than two dozen brands. The members of this year's Top 25 group include marketers with a range of brand management, media buying / planning and relationship marketing experience.

The diversity among this year's Top 25 also reflects the increasing sophistication and effort behind the year's most successful DTC marketing programs for brands from A to Z, including Ambien CR, Boniva, Cymbalta, Requip and Zetia, and many others. Even more than in years past, the selection process uncovered many outstanding marketing efforts, which allowed us to assemble a virtual All-Star group of DTC marketers across companies and brands of all levels.

"The Top 25 is a way to recognize individual accomplishment, innovation, branding success and influence in our young

industry and to recognize the individual DTC marketers behind the most successful campaigns," said Bob Ehrlich, chief executive of DTC Perspectives Inc. and chairman of the DTC National Conference. "These individuals are leading the way at pharmaceutical companies of all sizes."

The Top 25 Award winners were selected after a nomination and review process that began in late 2006. The process included interviews with past Top 25 selections, other key pharma marketers and agency leaders. The comprehensive list representing many worthy DTC marketers was narrowed and then reviewed by the DTC Perspectives team and a select group of DTC thought-leaders to produce the final list of Top 25 Marketers.

Congratulations to each member of this year's Top 25. A profile of each member of the 2006 Top 25, as well as photos from the Awards presentation in Washington, D.C., follows in this issue of DTC Perspectives.

Best Non-Branded TV Campaign



Campaign Title: "Happy Feet"

Company

Roche Laboratories (unbranded flu education)

Team Members

John Kinney, product director, and Ueli Fankhauser, brand director

Agency

GSW Worldwide, Brand Arc, Rob Chancey Productions

GSW Worldwide: Monika Sherman, Russ Lapso, Bruce Rooke, Jon Parkinson, Susan Smitman, Annette Suarez, Mike Depirro; Brand Arc: Rob Donnell; Rob Chancey Productions: Rob Chancey



Jeff Kirsch of RealAge (left) presents the Gold Award for "Happy Feet" to John Kinney of Roche.



Campaign Title: "Tell Someone"

Company

Merck & Co. (unbranded education for HPV vaccine)

Team Members

Larry Smith, marketing director; Joe McLane, marketing communications manager; Sumana Rajagopal, promotion manager; Lisa Johnson-Pratt, senior director, and Marty Kovach, creative services

Agency

DDB New York



Merck's Larry Smith and Joe McLane accept the award from Rich Benci of RealAge (far right).



Campaign Title: "Not Gonna Take It"

Company

Berlex (premenstrual dysphoric disorder)

Team Members

Heidemarie Schnell, Sam Trujillo and Jeff Frick

Agency

Young & Rubicam



RealAge's Kathryn Darienzo (left) presents the award to Justin Finn and Collette Karnovsky, both of Young & Rubicam (Y&R).

Optimedia, the never settle, never stop agency,
congratulates

Jean-Luc Pilon

Honored as one of the Top 25 Marketers of 2007.



We are proud to be in partnership with
Sanofi Aventis.

Optimedia
never settle, never stop...


sanofi aventis
Because health matters

THEY GOT THE AWARD.

Deborah Katz

Product Promotions Manager, Hepatology
Roche Laboratories, Inc.

Stacy Miller

DTC Marketing Manager, Cymbalta
Eli Lilly and Company



BUT WE'RE THE ONES WHO FEEL HONORED.

At DRAFTFCB, we feel privileged to work with such an outstanding team of people on the Roche and Eli Lilly accounts. Congratulations Deb and Stacy on winning the top 25 DTC Marketers of the year.

DRAFTFCB