



Agency Vanguard Awards

Sponsored by:





Tonight's Presenters

Scott Ehrlich & Jennifer Kovack



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Kim Coar & Susanne Budofsky

About the Awards

- Created to recognize standout agency team members driving innovation & improving patient communications
- Selected based on actual accomplishments, influence on future DTC launches or campaigns, or recognized contributions and service to patients & DTC industry



And now...

2016 Agency Vanguard Awards

Norm Alger



VP, Group Creative Director
Digitas Health LifeBrands

Marc Ferrara



Vice President, Account Director
Publicis

Carol Fiorino



SVP, Creative Director
Saatchi & Saatchi
Wellness

Mark McConaghy



Sr. Vice President,
Strategy & Data Science
Evoke Health

Georgia Pavlounis



SVP, Group Director, Planning
Carat

Julia Phelan



Executive
Vice President
FCB Health



Suzanne Winkelman



Group Account Director
Havas Tonic

Janet Barnard



Group Media Director
Pathway, Omnicom Media
Group



The collage features four distinct digital marketing elements:

- Myrbetriq (mirabegron) extended-release tablets 25 mg, 50 mg:** A banner advertisement with a green header containing navigation links: "About OAB", "What is Myrbetriq?", "Getting Started", "Side Effects & Support", and "Patient Resources". The main image shows a group of people in a park setting with a red pill character. Text includes "Always running to the bathroom?" and "Get your first prescription at no cost!™".
- WebMD:** A video thumbnail titled "Triumph Over Overactive Bladder" featuring a woman in a blue top.
- RunPee Movie App:** An advertisement showing three smartphone screens displaying the app's interface.
- CMA Awards 50th Anniversary:** A graphic featuring the "CMA AWARDS 50" logo and the ABC television network logo, with a woman in a dark top shown in a smaller inset image.

Richard Butt



EVP, Executive
Creative Director
Y&R



Lisa Kang



SVP, Senior Director
BBDO



Howard Lenn



Group Creative
Director
J. Walter Thompson

Tom McCaully



Vice President,
Healthcare Strategies
Targetbase



Tim Millas



Chief Creative Officer /
Managing Partner
Beacon Healthcare
Communications



Myra Robinson



Associate Director,
Insights & Innovations
Wunderman DC

Michael Spitz



Vice President,
Strategy
Klick Health





Congratulations!