



Multicultural  
Health  
National  
Marketing to a Diverse America

***Multicultural Health National***

**Marketing Awards 2016**



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***Tonight's Presenter***

**Scott Ehrlich**



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# ***About the Awards***

*Designed to recognize the best patient  
communications targeting multicultural  
audiences in America*



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***And now we reveal...***

**Marketing Award Winners**



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# FINALISTS

## Best TV – Prescription Drug

Brand	Manufacturer	Agency
BREO Ellipta	GSK	HAVAS Worldwide Tonic
Clear + Brilliant pélo™	Valeant Pharmaceuticals	XL Alliance & Neuplot
Cosentyx	Novartis	Hill Holliday
Dulera	Merck & Co., Inc.	Deutsch
Farxiga	AstraZeneca	MRM//McCann
Harvoni	Gilead Sciences	STRIKEFORCE Communications
Invokana	Janssen	Casanova Pendrill
Jardiance	Boehringer Ingelheim & Eli Lilly	Evoke Health Philadelphia
Levemir	Novo Nordisk	Prime Access
Lyrice	Pfizer	J. Walter Thompson
Viagra	Pfizer	BBDO/RAPP
Victoza	Novo Nordisk	Prime Access



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***BRONZE WINNER***

**Best TV – Prescription Drug**



Las agijas se venden por separado  
y pueden requerir receta médica.

victoza.com/multicultural  
1-800-413-4622

**VICTOZA**

*Victoza*  
*Novo Nordisk*  
*Prime Access*



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***SILVER WINNER***

**Best TV – Prescription Drug**



*Clear + Brilliant pélo™*  
*Valeant Pharmaceuticals*  
*XL Alliance & Neuplot*



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***GOLD WINNER***

**Best TV – Prescription Drug**



*Lyrica  
Pfizer  
J. Walter Thompson*





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# FINALISTS

## Best Print – Prescription Drug

Brand	Manufacturer	Agency
BREO Ellipta	GSK	HAVAS Worldwide Tonic
Bydureon	AstraZeneca	Heartbeat Ideas
Clear + Brilliant pélo™	Valeant Pharmaceuticals	XL Alliance
Dulera	Merck & Co., Inc.	Deutsch
Harvoni	Gilead Sciences	STRIKEFORCE Communications
Invokana	Janssen	Casanova Pendrill
Levemir	Novo Nordisk	Prime Access
Lyrica	Pfizer	J. Walter Thompson
Namenda XR	Actavis	FCB Health
Nexplanon	Merck & Co., Inc.	DDB
Viagra	Pfizer	BBDO/RAPP
Victoza	Novo Nordisk	Prime Access



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**BRONZE WINNER**

**Best Print – Prescription Drug**



*Harvoni*  
*Gilead Sciences*  
**STRIKEFORCE**  
*Communications*



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# SILVER WINNER

Best Print – Prescription Drug

IF YOU HAVE  
DIABETES AND  
SHOOTING  
BURNING  
PINS AND NEEDLES  
PAIN IN YOUR  
FEET OR HANDS,

ASK YOUR  
DOCTOR ABOUT  
LYRICA® (pregabalin)

FOR SOME PATIENTS, LYRICA CAN  
PROVIDE SIGNIFICANT RELIEF FROM  
DIABETIC NEURO PAIN.

**Lyrica**  
Pfizer  
J. Walter Thompson



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# ***GOLD WINNER***

## **Best Print – Prescription Drug**



*Clear + Brilliant pélo*  
*Valeant Pharmaceuticals*  
*XL Alliance*



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# FINALISTS

## Best Digital/Social– Prescription Drug

Brand / Campaign	Manufacturer	Agency
Dulera	Merck & Co., Inc.	Deutsch
EPIDUO	Galderma	Deutsch
GILENYA GO	Novartis	FCB Health
Harvoni	Gilead Sciences	Evoke Health New York
Jardiance	Boehringer Ingelheim & Eli Lilly	Evoke Health Philadelphia
Levemir	Novo Nordisk	Prime Access
Lyrica	Pfizer	J. Walter Thompson
Viagra	Pfizer	BBDO/RAPP
Victoza	Novo Nordisk	Prime Access



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**BRONZE WINNER**

**Best Digital/Social– Prescription Drug**



*GILENYA GO  
Novartis  
FCB Health*



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**SILVER WINNER**

**Best Digital/Social– Prescription Drug**



Step On Up  and Talk to Your Doctor |  
Diabetic Nerve Pain

Join Cedric 'The Entertainer,' Pfizer and the American Diabetes Association to learn why it's important to talk to your doctor about diabetic nerve pain.

DIABETESPAINHELP.COM

*Lyrica  
Pfizer  
J. Walter Thompson*



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***GOLD WINNER***

**Best Digital/Social– Prescription Drug**



*EPIDUO  
Galderma  
Deutsch*





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# FINALISTS

## Best Website – Prescription Drug

Brand / Campaign	Manufacturer	Agency
Clear + Brilliant pélo™	Valeant Pharmaceuticals	XL Alliance
Harvoni	Gilead Sciences	Evoke Health New York
Invokana	Janssen	Casanova Pendrill
Jardiance	Boehringer Ingelheim & Eli Lilly	Evoke Health Philadelphia
Levemir	Novo Nordisk	Prime Access
Lyrica	Pfizer	J. Walter Thompson
Prevnar 13	Pfizer	Y&R New York
Trumenba	Pfizer	GhG
Viagra	Pfizer	BBDO/RAPP
Victoza	Novo Nordisk	Prime Access



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# BRONZE WINNER

## Best Website – Prescription Drug



*Invokana  
Janssen  
Casanova Pendrill*



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# ***SILVER WINNER***

## **Best Website – Prescription Drug**



*Victoza  
Novo Nordisk  
Prime Access*





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# FINALISTS

## Best TV – Disease Ed/Advocacy

Condition / Campaign	Manufacturer / Company	Agency
Autism Awareness	Autism Speaks	BBDO
Blood Pressure Awareness	American Heart Association	(In-house)
Diabetes Awareness	American Diabetes Association	At Media
Diabetic Nerve Pain Awareness & Education	Pfizer, Inc.	J. Walter Thompson & UniWorld Group
Ending HIV & AIDS	GLAAD	
HepC.com	AbbVie	The Axis Agency & FCB Health
Lupus Awareness	Lupus Foundation of America	(In-house)
NFL's Chris Draft Caregiver Story	American Cancer Society	DDB Chicago
PBA Facts	Avanir Pharmaceuticals	Advance MarketWoRx
Stand Up 2 Cancer	Stand Up 2 Cancer	RSA (Robert Schwartz Agency)
Susan G. Komen for the Cure	Susan G. Komen	



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***BRONZE WINNER***

**Best TV – Disease Ed/Advocacy**



*PBA Facts  
Avanir Pharmaceuticals  
Advance MarketWoRx*



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**Best TV – Disease Ed/Advocacy**



*Blood Pressure Awareness  
American Heart Association  
(In-house)*



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# ***GOLD WINNER***

**Best TV – Disease Ed/Advocacy**



*Diabetic Nerve Pain Awareness  
& Education  
Pfizer, Inc.  
J. Walter Thompson & UniWorld  
Group*





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# FINALISTS

## Best Print – Disease Ed/Advocacy

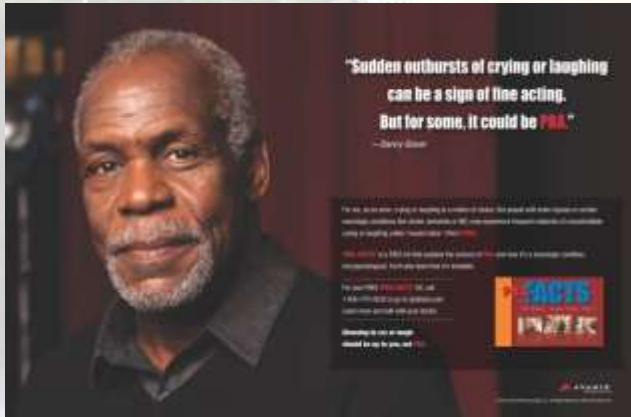
Condition / Campaign	Manufacturer / Company	Agency
Diabetic Nerve Pain Awareness & Education	Pfizer, Inc.	J. Walter Thompson & UniWorld Group
Flu Shot	GSK	HAVAS Worldwide
Forget Me Not (Hep C)	Gilead Sciences	STRIKEFORCE Communications
Leukemia & Lymphoma Awareness	Leukemia & Lymphoma Society	Interplanetary
More Than Tired	Jazz Pharmaceuticals	
My Brain Matters	Alzheimer's Association	Olson
My Dry Eyes	Allergan	Beacon Healthcare Communications
PBA Facts	Avanir Pharmaceuticals	Advance MarketWoRx
Stand Up 2 Cancer	Stand Up 2 Cancer	RSA (Robert Schwartz Agency)
Unbranded Lung Cancer Awareness Campaign	Boehringer Ingelheim	Ten Health



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## Best Print – Disease Ed/Advocacy



*PBA Facts*  
*Avanir Pharmaceuticals*  
*Advance MarketWoRx*



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# **SILVER WINNER**

**Best Print – Disease Ed/Advocacy**



*Unbranded Lung Cancer  
Awareness Campaign  
Boehringer Ingelheim  
Ten Health*



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**Best Print – Disease Ed/Advocacy**



*Diabetic Nerve Pain Awareness  
& Education  
Pfizer, Inc.  
J. Walter Thompson & UniWorld  
Group*



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# FINALISTS

## Best Digital/Social – Disease Ed/Advocacy

Condition / Campaign	Manufacturer / Company	Agency
Act Against AIDS	CDC	(Various)
Cancer Awareness	American Cancer Association	DDB Chicago
Care4Today® Mobile Health Manager	Janssen	(Various)
Clarita	Bayer Healthcare LLC	MediaCom, Sociedad, & NBCUniversal Hispanic Group
FACE Lung Cancer Campaign	Boehringer Ingelheim	Ten Health
HepCHope.com	Gilead Sciences	STRIKEFORCE Communications
Leukemia & Lymphoma Awareness	Leukemia & Lymphoma Society	Interplanetary
Life Is Why	American Heart Association	(In-house)
No More Hair More You	Valeant Pharmaceuticals	XL Alliance
PBA Facts	Avanir Pharmaceuticals	Advance MarketWoRx
Step On Up(TM)	Pfizer, Inc.	J. Walter Thompson & UniWorld Group



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Best Digital/Social – Disease Ed/Advocacy



*FACE Lung Cancer Campaign  
Boehringer Ingelheim  
Ten Health*



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# **SILVER WINNER**

**Best Digital/Social – Disease Ed/Advocacy**



*No More Hair More You*  
*Valeant Pharmaceuticals*  
*XL Alliance*



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**Best Digital/Social – Disease Ed/Advocacy**



*Clarita*  
*Bayer Healthcare LLC*  
*MediaCom, Sociedad, &*  
*NBCUniversal Hispanic Group*





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## Best Website – Disease Ed/Advocacy

Condition / Campaign	Manufacturer / Company	Agency
Cancer Awareness	American Cancer Society	DDB Chicago
Cardiovascular Awareness	American Heart Association	(In-house)
Clarita	Bayer Healthcare LLC	MediaCom, Sociedad, & NBCUniversal Hispanic Group
Diabetes Awareness	American Diabetes Association	At Media
Dry Eye	Allergan	Beacon Healthcare Communications
FACE Lung Cancer Campaign	Boehringer Ingelheim	Ten Health
KnowPneumonia.com	Pfizer, Inc.	Y&R New York
My HIV Hang-Up	ViiV Healthcare	HAVAS Worldwide Tonic
Step On Up(TM)	Pfizer, Inc.	J. Walter Thompson & UniWorld Group
UsInLupus.com	GSK	PHD



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**Best Website – Disease Ed/Advocacy**



*Step On Up(TM)  
Pfizer, Inc.*

*J. Walter Thompson & UniWorld  
Group*



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## Best Website – Disease Ed/Advocacy



*FACE Lung Cancer Campaign  
Boehringer Ingelheim  
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*Clarita  
Bayer Healthcare LLC  
MediaCom, Sociedad, &  
NBCUniversal Hispanic Group*



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***CONGRATULATIONS!***





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**Outstanding Marketers &  
Marketing Awards 2016**