

2009 Advertising Awards



The 2009 winners were announced at the inaugural OTC National Advertising Awards dinner as part of the first-ever OTC National Conference.



Heartbeat Digital's Bill Drummy during his presentation on the final day of the OTC National Conference.

Executives from across the pharmaceutical industry were in attendance on the opening night of the OTC National Conference to enjoy the Advertising Awards cocktail reception. Mucinex's Mr. Mucus by Reckitt Benckiser was the big winner of the night – taking home an award in each of the three categories. Euro RSCG also received three awards for its work on Benefiber and Claritin.

Delegates at the OTC National Conference voted for the Best Branded TV campaign winners out of the top 10 finalists. The OTC National Advertising Awards were created to acknowledge the marketing teams behind the insightful and impactful programs complying with government regulations. Chief executive of DTC Perspectives, Inc. and Conference chairman Bob Ehrlich remarked that "we are delighted to recognize the accomplishments of leading OTC marketers at this year's OTC National Conference. OTC Perspectives wants to be the source of new information useful to OTC Marketers, which includes recognition of individual excellence."

OTC Perspectives magazine congratulates all of the winners and finalists. This year's winners – Gold, Silver and Bronze – are profiled on the following pages. (Note: The agency and brand team members were submitted to OTC with their initial entry to the Advertising Awards. Some job responsibilities may have changed.)

OTC National speaker Fariba Zamaniyan from Nielsen discussing the day's events with Reckitt-Benckiser's Matthew Leung.



Dan McCabe of Linkwell Communications and Paul Zara of Reckitt Benckiser at the Ad Awards.



Former colleagues at Warner-Lambert, Bob Ehrlich (left) and Bob Casale reconnect at the OTC National Conference.



Joanna Ruiz of Euro RSCG, Randi Rievman of Schering-Plough and Gad Romann of BrandwidthRX reflecting on this year's OTC National Conference.

Healthy Advice Networks' Gregg Gentile, Google's Pooja Desai and Target:Health's Jennifer Greufe enjoying the Ad Awards' reception.



Kyle Fitzsimmons of Persuadable Research Corp., Mark Perlotto of Adair Greene-McCann and Anita Osborn of Persuadable Research Corp discuss some of the award finalists.



2009 Advertising Awards

BEST BRANDED PRINT CAMPAIGN

ZYRTEC SPEED CAMPAIGN

Brand / Company

Zyrtec / McNeil Consumer Healthcare

Team members

Rohinish Hooda, vice president, upper respiratory; Nancy Sabin, general product director; Lutz Henckels, product director

Agency

JWT New York

Creative Team: Chris D’Rosario; Armando Flores; Sarah Worthington; Bee Reynolds

Account Team: Audrey Melofchik, business director; Diane Louvel, account director; Allison Moore, account manager; Jamie Bernheim, account associate

Universal McCann

Other Contributors: Justin Wroe



Allison Moore of JWT receives the Gold award from Scott Ehrlich of DTC Perspectives.

SILVER WINNER



DTC Perspectives’ Scott Ehrlich (left) presents the Silver award to Matthew Leung of Reckitt Benckiser.

MR. MUCUS

Brand / Company

Mucinex / Reckitt Benckiser

Team members

Joanne Cotignola, marketing director; Matthieu Cheyrou, senior brand manager; Karla DelGallo, brand manager; Matthew Leung, director of advertising

Agency

Reckitt Benckiser In-House Advertising Department

BRONZE WINNER

LIVE CLARITIN CLEAR

Brand / Company

Claritin / Schering-Plough

Team members

TJ Higgins, vice president of OTC marketing; Fred Duchin, vice president, marketing; Audrey Belkin, director of marketing, Claritin

Agency

Euro RSCG Tonic

Joanna Ruiz, group account director; Marty Susz, managing director



Joanna Ruiz of Euro RSCG (center) and Randi Rievman of Schering-Plough accept the Bronze award from Scott Ehrlich of DTC Perspectives.

WHAT'S YOUR SkinID?

Brand / Company

Neutrogena SkinID / Neutrogena

Team members

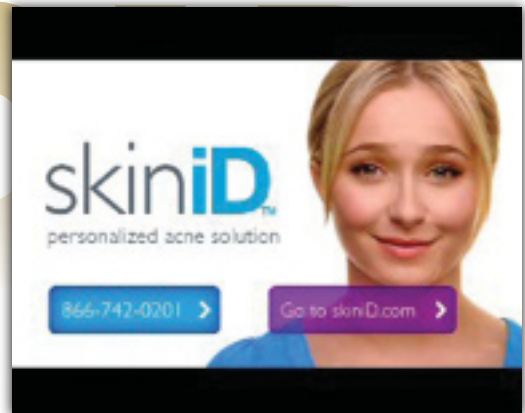
Stefano Curti, general manager, Neutrogena; Steve Fanning, associate brand manager; Bobby Sheikh, product director

Agency

Roberts & Tarlow

Creative Team: Andy Langer; Al Colello; Karen McIver; Account Team: Karen Snook, vice president account director; Julie DeLoca, vice president account director; Samantha Lacey, vice president; Faryn Maya, senior account executive; Sarah Boggs, account executive

GOLD
WINNER



Neutrogena's "What's Your SkinID?" television campaign featuring actress and singer Hayden Panettiere.



SILVER
WINNER

MR. MUCUS

Brand / Company

Mucinex / Reckitt Benckiser

Team members

Joanne Cotignola, marketing director; Matthieu Cheyrou, senior brand manager; Karla DelGallo, brand manager; Matthew Leung, director of advertising

Agency

Reckitt Benckiser In-House Advertising Department

Matthew Leung of Reckitt Benckiser (right) is presented with the Silver award by DTC Perspectives' Scott Ehrlich.

BRONZE
WINNER

FASHIONABLE FIBER

Brand / Company

Benefiber / Novartis Consumer Health

Team members

Tod Henjes, global brand head; Frank Paukowits, brand manager; Walter Lehneis, brand director; Jeanne Bennett, vice president, marketing

Agency

Euro RSCG Adrenaline

Larry Pollare, managing director; Pablo Hernandez, account director; Lauren Berlamino, account supervisor; Katy Persky, strategic planner; Darrin Abrams, creative director, copywriter; David Leinwohl, creative director, art director



DTC Perspectives' Scott Ehrlich (left) presents the Bronze award to Frank Paukowits of Novartis Consumer Health.

2009 Advertising Awards

BEST INTEGRATED CAMPAIGN

MR. MUCUS

Brand / Company

Mucinex / Reckitt Benckiser

Team members

Joanne Cotignola, marketing director; Matthieu Cheyrou, senior brand manager; Karla DelGallo, brand manager; Matthew Leung, director of advertising

Agency

Reckitt Benckiser In-House Advertising Department



GOLD WINNER

Matthew Leung of Reckitt Benckiser (right) accepts the Gold award from DTC Perspectives' Scott Ehrlich (left).

SILVER WINNER

LIVE CLARITIN CLEAR

Brand / Company

Claritin / Schering-Plough

Team members

TJ Higgins, vice president of OTC marketing; Fred Duchin, vice president, marketing; Audrey Belkin, director of marketing, Claritin

Agency

Euro RSCG Tonic

Joanna Ruiz, group account director; Marty Susz, managing director



Scott Ehrlich of DTC Perspectives presents the Silver award to Randi Rievmann of Schering-Plough (center) and Joanna Ruiz of Euro RSCG.

BRONZE WINNER

YOU CAN'T PAUSE LIFE

Brand / Company

Benadryl / McNeil Consumer Healthcare

Team members

Rohinish Hooda, vice president marketing; Debra Lutz, group product director; Jorge Leon, product director

Agency

JWT New York

Creative Team: Howard Lenn, creative director; Billy Faraut, creative director; Sarah Barclay, executive creative director; Account Team: Audrey Melofchik, business director; Ellen Rothstein, account director; Kate Edwards, account associate; Stacy Howard, digital business director

(From left) Kate Edwards, Ellen Rothstein and Howard Lenn, all of JWT, receive the Bronze award.

