

*31st Annual*  
**MANNY**

**20**  **20**

*Awards*

**Thursday,  
June 18, 2020**

# 31st Annual **MANNY**

# 2020

# Awards

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**WELCOME**

**Daniel Becker**

**AWARDS CEREMONY**

**Daniel Becker, Andrew Humphreys,  
Joshua Slatko, Christiane Truelove**

**Industry Person of the Year**

**Vision Award**

**Most Admired Agency**

**Best Launch Campaign**

**Diversity & Inclusion Champion**

**Marketer on the Rise**

**Best Patient Engagement Campaign**

**Best Social Media Campaign**

**Best Managed Markets Campaign**

**Best Philanthropic Campaign**

**Best Medical Device Campaign**

**Best Interactive Patient Campaign**

**Best Interactive Physician Campaign**

**Best Experiential Campaign**

**Best Rare Disease Campaign**

**Best Nonbranded Campaign**

**Best Consumer TV/Radio Campaign**

**Best Consumer Web Campaign**

**Best Consumer Print Campaign**

**Best Professional Web Campaign**

**Best Professional Print Campaign**

**Best Self-Promotional Campaign**

**Most Creative Agency**

**Heart Award**

**Agency on the Rise**

**Network of the Year**

**Agency of the Year Cat III**

**Agency of the Year Cat II**

**Agency of the Year Cat I**

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## John Cahill Global CEO, McCann Health

Under John Cahill's leadership, McCann Health has emerged as one of the world's leading professional and consumer health communications networks, continuing last year to take major strides worldwide in its three core pillars of creativity, science and strategy. The network, which he leads as Global CEO, today includes more than 60 offices in 20 countries and encompasses a wide range of global practices that includes strategic consulting, healthcare professional marketing, medical communications, consumer health and wellness, global health and specialty practices like pharmacy, payer and patient engagement.

In fact, John has been pivotal in driving McCann Worldgroup's overall growth in healthcare since the ad agency first launched its global diversified communications expansion in the mid-1990s.

After McCann's 1996 acquisition of CWFS, the healthcare agency

John had co-founded in Australia and New Zealand, he began playing key roles in leading and building both the Asia Pacific and European healthcare regions as well as the medical communications operations before rising to become McCann Health's Global CEO a decade ago. He had been an immunology researcher at the prestigious Kolling Institute before he entered the world of sales and marketing,

"I am very pleased that John has received this much-deserved recognition. Under his leadership, McCann Health has emerged as one of the world's leading professional and consumer health communications network," said Harris Diamond, Chairman and CEO of McCann Worldgroup. "As such, McCann Health has been justly celebrated in the industry for its innovative business-building work and its overall success in growing with pharma and healthcare clients through its many areas of expertise. And I am sure as the collaborator that he is, he would want to share this distinction with the entire McCann Health team."

Under John, the network's strengths and achievements have been consistently global. At the 2019 Cannes Lions Health, McCann Health won Network of the Year for the third time in the last four years and MH Shanghai was named Health Agency of the Year. In addition to McCann Health being named the Most Awarded Network for the second straight year at the Creative Floor, MH India was named the Best Communications Agency. And at the London International Awards last year, MH Brazil was selected as the global Health Agency of the Year.

"Partnering with John is a pleasure as he brings high energy and excitement to each discussion," said Candice Long, President of Infectious Diseases at Janssen. "His ability to shift from discussing broad global considerations to local immediate opportunities is remarkable."

Based on his insights into the broad scope of healthcare today, he has championed the network's capabilities expansion in a number of key areas, including global public health and science-based expertise. The Global Scientific Council that McCann Health created two years ago and continued to invest in and expand last year provides expert support across a wide range of therapeutic areas, including rare diseases, precision medicine and obesity. Its 450+ strong community of Ph.D.s, M.D.s, pharmacists and medical/scientific experts, is dedicated to bringing world-class, evidence-based science to pharma and healthcare clients and making complex science more accessible for all stakeholders.

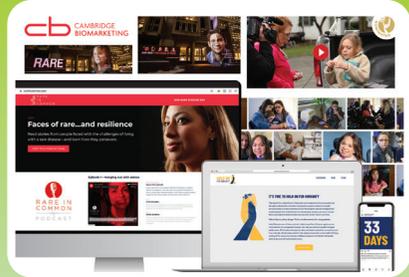
Through John's abiding interest in public health, McCann Health's public health agency, McCann Global Health, has worked closely with the USAID, GIZ, World Bank, PEPFAR, and the Clinton Global Initiative and created important health communications programs for UNICEF, J&J, and The Coca-Cola Company. McCann Health is also the only healthcare communications agency that sits on the UN's Global Health Security Private Sector Roundtable that sets the agenda on significant topics, including pandemic preparedness.

An avid reader, John never stops learning, whether on airplanes or in his home base in Hong Kong. He obsesses about McCann Health's people, their careers and their future, constantly talking with folks at all levels of the organization to learn as much as he can so that he can support them and the network's clients. In addition to achieving impressive business results, he has focused on building a unique culture based on the ethos that through tolerance and respect, his team will be able to understand more deeply how people live in different cultures and how that living influences their decisions in health management.



## Cambridge BioMarketing

Cambridge BioMarketing has displayed an ongoing commitment to rare disease patients that goes well beyond any one brand or client. The agency continues to produce their “Rare in Common” podcasts, an offshoot of the Emmy-nominated documentary of the same name, which gives people from the rare disease community opportunities to tell their stories. In February 2019, the agency projected portraits of patients on the side of Boston City Hall as a part of its #FacesOfRare campaign. During the summer of 2019, the agency launched Hold On for Humanity, an initiative designed to inspire the pharma industry to take a stand to protect immigrant patients in the United States. This commitment and passion for supporting the rare disease community is deeply entrenched in the agency culture and truly sets it apart.



## Fingerprint

Ed Mitzen founded Fingerprint on a simple idea: *Put people first*. By prioritizing empathy over profit, he set in motion a radical new vision for healthcare agency culture. And 12 years later, this humanistic approach continues to pay off. Fingerprint has grown 40 percent year-over-year since 2015 and has expanded its services, industry talent, and client roster to match. Rooted in empathy, fiercely independent, and people-first always, Fingerprint has created a new color for agency culture unlike anything our industry has ever seen before.



## W2O

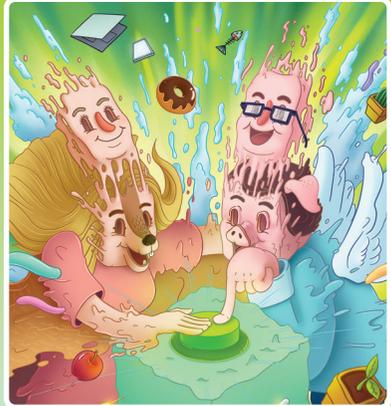
In 2019 and early 2020, W2O acquired five companies (Arcus Medica, ISO.health, Radius Digital Science, 21GRAMS, and Symplur) that are helping the agency achieve its goal of being “first at what’s next” in healthcare. These companies strengthen W2O’s creative firepower and expand capabilities in DTC, DTP, and B2B advertising/marketing and the agency’s position in medical and scientific communications, allowing W2O to create deeper engagement with healthcare influencers.



## most admired agency nominees

### AREA 23

Following its 2018 commitment to limit participation in new business pitches, AREA 23 finished 2019 with the least amount of pitch activity in the agency's history. Paradoxically, the agency won 10 new major AOR accounts, all of them earned without participating in a full pitch, and all adding up to the financial equivalent of an entire Category II agency. "Definitive proof that for some agencies, pitching is not a prerequisite to growing," agency leaders say.



### GSW

GSW and Syneos Health Communications are continuing to put their stake in the ground as a leader in the healthcare communications space. The agency and network are creating new kinds of engagement through omnichannel experiences across sales, marketing and medical to produce 1:1 delivery across every touch point that matters. In 2019, they enhanced their omnichannel experience platform, which is telling clients who to talk to, what motivates their customers, where to engage, and how to improve. GSW and Syneos understand what makes people tick – what motivates them to try and try again – and are able to apply that to technology to reach audiences on a more personal, more relevant basis than ever before.



### Klick Health

Klick Health has had another industry-leading, record-breaking year as the world's largest commercialization partner for life sciences. "Our never-ending obsession with culture has led to employee engagement scores of 8.1 for each of the past two years and continued double-digit growth, which is unprecedented in our industry and provides tremendous career opportunities and accomplishments for our team members," agency leaders say.



**WE WILL NEVER**  
RELY ON THE SUCCESS  
OF OUR FIRST 20 YEARS.

**WE WILL NEVER**  
ALLOW THE POLITICS  
OF HOLDING COMPANIES  
TO HOLD US BACK.

**WE WILL NEVER**  
FORGET THAT IN ORDER TO  
MAKE CHANGE, WE MUST  
FIRST BE WILLING TO.

**WE WILL NEVER**  
OFFER SOLUTIONS  
THAT WON'T WORK  
FOR REAL PEOPLE.

**WE WILL NEVER**  
FORGO HUMANITY FOR THE  
SAKE OF "INNOVATION."

**WE WILL NEVER**  
LET DISTANCE, TIME  
ZONES, OR BOUNDARIES  
STAND IN OUR WAY.

**WE WILL NEVER**  
ABANDON OUR  
CONVICTIONS FOR  
FINANCIAL BENEFITS.

**WE WILL NEVER**  
STOP WORKING TOGETHER  
TO IMPACT LIVES IN A  
POSITIVE WAY.

**BECAUSE WE WILL**  
**ALWAYS RELENTLESSLY**  
**PURSUE GREAT IN ORDER**  
**TO DO THE MOST GOOD.**

**BE  
GREAT  
TO DO  
GOOD**

**THEBLOC.COM**

## best launch campaign nominees

### CDM for EVO Visian ICL

STAAR Surgical is a world leader in the manufacture of ICL lenses to correct vision problems, an alternative little known in Europe and Asia. Therefore, a very visual campaign focusing on the concept of “Break Free” was created to capture the attention of the public. This campaign pointed out the discomfort of glasses and the simplicity and quality of the contact lenses.



### Concentric Health Experience for Zulresso

The daily shame, anxiety, and incessant pain of postpartum depression rob a mother of the most important moments she'll have with her child. *Each. Day. Matters.* gives women the hope that there is finally treatment that can safeguard every day of motherhood. Despite the many hurdles that were encountered with this launch, the groundbreaking importance of Zulresso required a dedicated agency partner willing to do whatever it took to get the product to market.



### FCB Health New York & imre Health for Vyleesi (separate campaigns)

The launch of Vyleesi provided a real solution to the long undertreated problem of hypoactive sexual desire disorder, so FCB Health New York crafted a campaign that would motivate HCPs to take action. Featuring women in power poses in the very moments they wanted to use Vyleesi, the “Call the shots” campaign empowers HCPs to empower their patients. It telegraphs everything the brand stands for—HSDD treatment that enables her sense of self, her relationships, and her life to flourish once again.

Ongoing low sexual desire that is frustrating for women is a real, treatable medical condition called hypoactive sexual desire disorder (HSDD). Led by a consumer-centric team, AMAG Pharmaceuticals and imre Health partnered together to launch Vyleesi, the first and only FDA-approved as-needed treatment for premenopausal women with HSDD. To drive condition awareness and reach women where they were online, imre Health led the Vyleesi brand team with a digital-first, pop culture-inspired integrated campaign that redefined pharma standards.



### GSW

In 2018, GSW employees created RISE, an employee-led initiative that stands for Realizing Inclusivity and Success through Equality. RISE's shared goal is for everyone in the agency to have the same opportunities to grow and advance as the person sitting next to them. In its second year, RISE has grown from a just few founding members focused on equality to 34 active team members cultivating a sense of belonging for all GSW employees. Members of the RISE planning and events team are cross-functional, cross-level, cross-gender, cross-identifying, and include all ages, new and tenured. The events and initiatives RISE introduces are all sparked by personal passion. Events are well attended, and the initiatives have further sparked open and thoughtful communication throughout the organization.



### Heartbeat

Heartbeat leaders have worked tirelessly on a years-long internal campaign to revolutionize the company culture and upend old-fashioned notions of how to promote diversity and inclusion within their community. The result is a nurturing, supportive, and inspiring work environment that is truly inclusive of all races, gender identities, ages, religions, and sexual orientations. This dedication to culture and community has led to three straight "Best Place to Work" honors for Heartbeat, employee satisfaction numbers that are difficult to comprehend, and diversity statistics that are shattering the ad industry's D&I benchmarks.



### Intouch Group

Over the course of 2019, Intouch's Inclusion and Diversity Alliance spearheaded many events and opportunities across agency offices, including corporate sponsorship of the Healthcare Business Women's Association; a Black History Month Trivia happy hour; speakers' panels for Women's History Month, Pride Month and National Disability Employment Awareness Month; and Lengua Brava, an event celebrating Hispanic Heritage Month. Intouch also participated in an MM&M diversity and inclusion panel; held a celebration for the Indian holidays Diwali and Dussehra, and hosted a BrandLab "Spark" event for Latinx high school students interested in advertising; and launched mandatory companywide diversity training. In Jan. 2020, Intouch became one of the first healthcare agencies to include preferred gender pronouns in employee email signatures.



## Mamta Chhabra

Patient Experience

Marketing Lead –

Immunology Marketing,  
UCB

(nominated by Intouch Group)

Whether launching new products or award-winning DTC campaigns, Mamta Chhabra has a proven record of success in driving brand growth. Fueled by cutting-edge digital, social and media strategies, Mamta's career highlights include work on Cosentyx and Gilenya launches with Novartis. For the Gilenya launch, Mamta delivered a first-of-its-kind social campaign that woke the industry to the potential of social media. In fact, the Gilenya HEY MS, Take This! campaign even won recognition from various expert groups.

When she joined UCB, Mamta created an immediate impact with a psoriasis campaign that delivered significant growing awareness, trial and Rx lift in a fiercely competitive marketplace. One of Mamta's most recent successes is the launch of Cimzia's multi-channel Plan for Fun, not Flares campaign with an extremely modest budget relative to competitors in the Immunology space. When the launch of a competitive campaign forced the team to evolve the concept midstream, Mamta provided consistent and clear vision to deliver an impactful creative campaign. She led the charge in campaign activation to outsmart – not outspend – within the crowded and highly competitive Immunology space using a media strategy that reaches patients in critical decision-making moments. Within the first three months, over 335,000 patients diagnosed with psoriasis, Crohn's disease or non-radiographic axial spondyloarthritis were exposed to campaign messaging. Mamta continues to advance Patient Marketing capabilities and prepare the organization for a new product launches within a portfolio strategy. Core to her approach, Mamta stretches herself and her team beyond their comfort zone in order to advance patient-first strategies and tactics.

Some perspective from her agency: Mamta challenges us day in and day out, in the best way possible. She leads with a clear strategic vision and rolls up her sleeves with her agency and internal partners to activate that strategy in the most impactful way for patients. She cares for her team greatly, constantly motivating the team to challenge the status quo.

Mamta is a newly appointed executive board member for the Atlanta chapter of the Healthcare Businesswomen's Association, serving as Director-at-Large, Marketing and Communications. Mamta gracefully straddles work/life balance with her husband Manu, and her two young children, Milan and Mira.





**We're saying it:  
the L word.**

Love is indeed a strong word, but when we look around at our cities, country, and world, and see countless dedicated and talented people putting their lives on the line to save lives—well, that's an act nothing short of love. And, for all of us at Calcium, love is something we want to send back out into the world. Of course, we will get through this, we will get by. But only with the help of so many whose hearts are so strongly committed. So, thank you to all of you who are making a genuine life-changing difference in the world.

**calcium**  
BRAND NOURISHMENT



## best patient engagement campaign nominees

### AbelsonTaylor: It's Your Move

The "It's Your Move" campaign was evolved to include real MACI patients as co-faces of the brand. Together with Olympian Dara Torres, AbelsonTaylor's MACI weekend warriors forged a formidable marketing force to show the breadth of recovery possible with MACI.

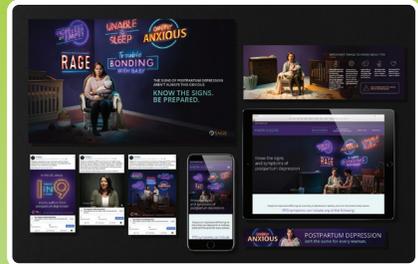


### Area 23: Grabber Claw



Thanks to Trulance, doctors can finally treat chronic idiopathic constipation (CIC) without the troublesome side effects of previous treatments. Now, they can get the good without the bad.

### Concentric Health Experience: Signs



Engaging mothers who are ignorant of the risks of postpartum depression requires a messaging platform that breaks through the clutter to reach them when they're inundated with pregnancy information. The engagement strategy was developed to reach expecting mothers at the most relevant moments to them. To ensure the campaign reached women where it mattered most, Concentric amplified its message with point-of-care communications and leveraged reputable networks such as Babycenter.com and Whattoexpect.com. Social media drivers with AI-optimized language ensured the target was engaging with relatable content that built trust and a place for meaningful discourse.

**CDM:  
Humour vs Tumour**

It takes twice as long to diagnose a brain tumour in teenagers, due to lack of awareness and the symptoms often being indistinguishable from “just being a teen.” So, to drive awareness The Brain Tumour Charity went to where teens hang out, Snapchat. The “Humour Vs Tumour” campaign commissioned four illustrators to create symptom “filters” which were shared among the age group and used a series of story-ad “fail videos” to spread awareness through teen-bait irreverent humor.



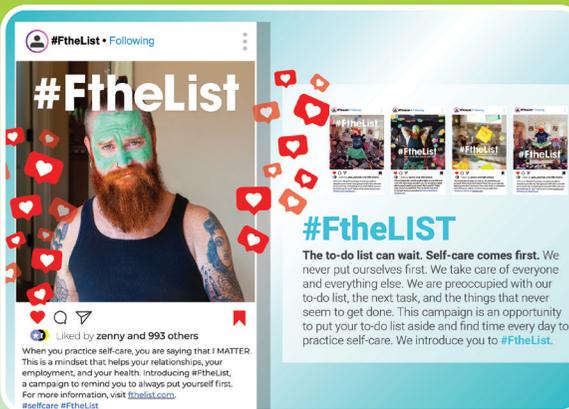
**Intouch: #OvaryAct**

This powerful, enterprise-level social initiative was designed to encourage awareness, understanding, and dialogue about the importance of education and early detection in ovarian cancer. Proving when we #OvaryAct, we start conversations. We break barriers. We spark hope. We even save lives.



**MicroMass Communications:  
#FtheList**

We never put ourselves first. We take care of everyone and everything else. We are preoccupied with our to-do list, the next task, and the things that never seem to get done. This campaign was created to raise the awareness of the importance of self-care.



## best managed markets campaign nominees

### EVERSANA ENGAGE: Synagis Connect

After Sobi's acquisition of Synagis from AstraZeneca in early 2019, Synagis Connect was created to help individuals understand their coverage, out-of-pocket costs, and financial assistance options while offering increased responsiveness to healthcare questions regarding reimbursement, prior authorization, and the appeals process.



### McCann Health Managed Markets: Janssen Immunology

A multichannel communications campaign showing Janssen's unwavering commitment to Remicade, including the complete redesign of the patient and HCP websites and the development of multiple resources for formulary decision-makers, HCPs, and patients.



### McCann Health Managed Markets: Regeneron Access Adventure

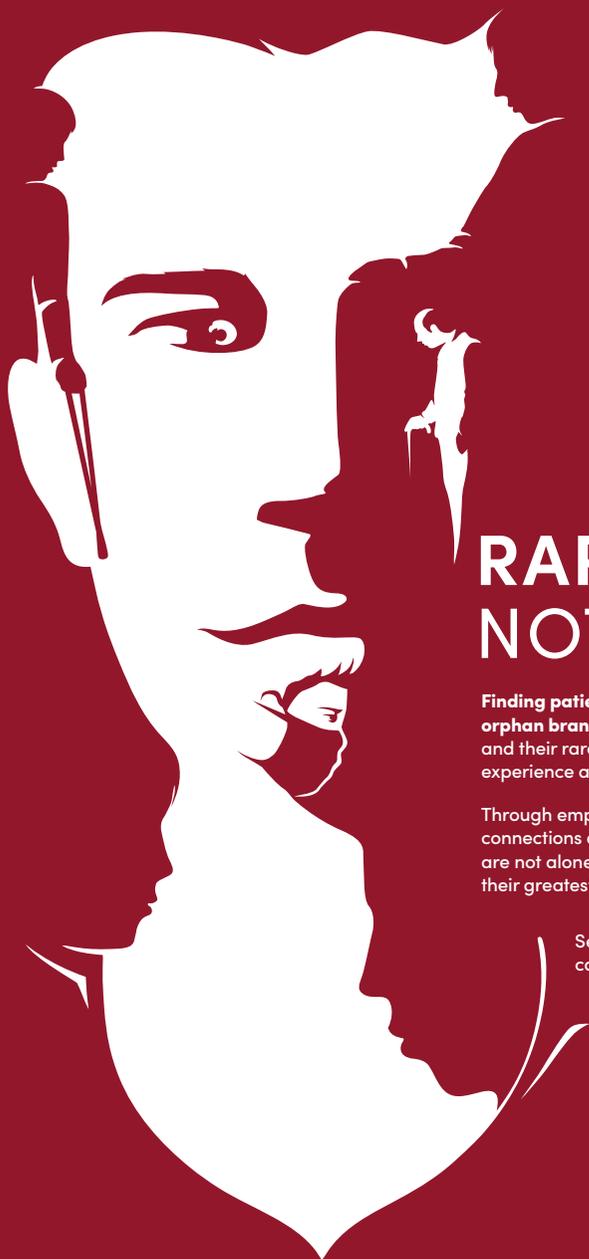
Regeneron Access Adventure is a self-directed, online, modular, learning series that enables participants to master the unique market access language. Access Adventure incorporates game design principles and a flexible, multimodal approach to learning that keeps trainees actively engaged as they are guided through different topics in market access and reimbursement.



### PRECISIONvalue: Takeda's Evolving Oncology Practice Model

PRECISIONvalue was asked to develop a tool that ensures the Takeda Oncology PVA Team stays up-to-date with trends that affect oncology practices and their patients through a series of dynamic, interactive presentations to engage customers in discussions, provide insight, and share best practices. The agency created The Evolving Oncology Practice Model – A multi-module resource housed in a Digital Briefcase, accessible through the Veeva platform and presented using an iPad.





# RARE, BUT NOT ALONE

**Finding patients. Building awareness. Championing orphan brands.** Our mission is to unify specialty physicians and their rare disease patients to improve the treatment experience and alleviate disease burden.

Through empathy and shared responsibility, we create connections and form communities—ensuring patients are not alone in their journeys and specialty brands achieve their greatest potential.

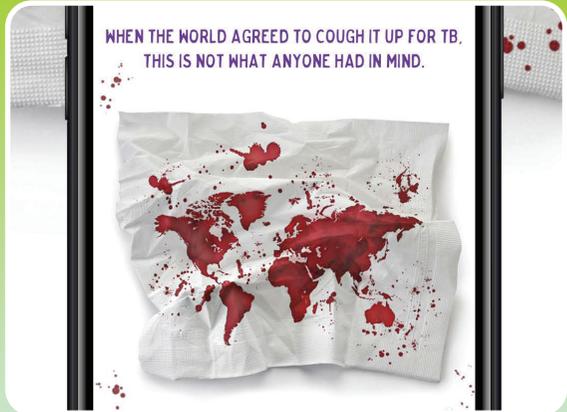
See what the **Unifying Effect** can do for your specialty brand.

**DUDNYK**  
A MEMBER OF FISHAWACK HEALTH

## best philanthropic campaign nominees

### FCB Health New York: Cough It Up

This campaign calls out the United Nations, and the signatory countries to the 2019 proclamation to end tuberculosis, to help them re-commit to the cause and stand by their signatures. The not-so-subtle “bloody handkerchief” reminds them of the ridiculous unmet need around the globe, and their promise to help.



### Fingerprint: Tackle Can Wait

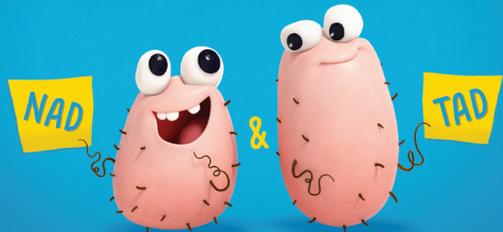
The Tackle Can Wait campaign was built to wake people up to just how dangerous tackle football can be when kids start playing too young.



### Patients & Purpose: Nad & Tad

Launched during Testicular Cancer Awareness Month, and in partnership with The Testicular Cancer Foundation, the “Get In Touch With Your Testes” campaign featured two animated testicles, Nad & Tad. In a series of online videos and cheeky social posts, Nad & Tad educated guys on the symptoms of testicular cancer, and showed them, step-by-step, how to check for it.

GET IN TOUCH WITH YOUR TESTES WITH



**AREA 23: One Word**

People with brain injury often struggle with speech loss (aphasia). Recalling the right word can feel impossible. Constant Therapy is an FDA-cleared speech rehabilitation app prescribed by clinicians. Every scene is inspired by the science of speech loss and real patient experiences.



**AREA 23: See Sound**

See Sound is the world's first smart home hearing system for the deaf and hard of hearing. Powered by more than two million YouTube video clips, this machine-learning model reports 75 sounds with industry-leading accuracy.



**DiD Agency: ON-Q**

This campaign creates a powerful sales story along with new sales tools and data facts that educate surgeons about the urgent risks of opioid dependency and motivate them to choose ON-Q as their opioid-free pain management alternative.



## best interactive patient campaign nominees

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### Patients & Purpose and Eisai: Ella the Jellyfish

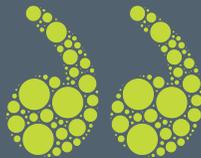
Lennox-Gastaut syndrome (LGS) is a rare and serious form of epilepsy that affects about 48,000 people in the United States. Children who are living with LGS often feel isolated and may never meet someone in their lifetime who is quite like them. Together with their families, kids with LGS can play games, listen to stories, follow along to meditations, and more with Ella the Jellyfish. This special tool brings them joy and helps them experience the world in a new way.





# THE CURE FOR BOREDOM IS CURIOSITY

—Dorothy Parker



## LOOKING TO SPARK YOUR CAREER?

At Biolumina, everyone embraces the power of curiosity. We focus on oncology and continually strive to better understand current perspectives—and to seek out new ones. It's essential to the success of our agency, our clients, and ourselves.

Find out what curiosity can do for you.

Contact Kirsten A. Kantak, President & CEO  
[kkantak@biolumina.com](mailto:kkantak@biolumina.com) or 347-327-0692



## best interactive physician campaign nominees

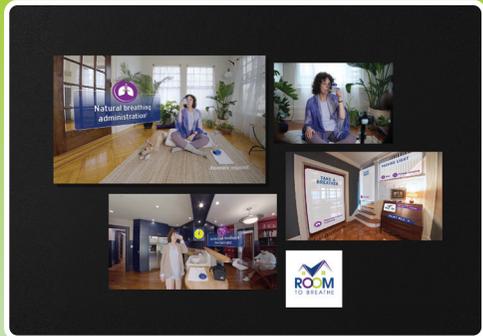
### AREA 23: Chaos Within

This virtual reality experience immerses the oncologist in the mindset of their patients as they process the news of progression. After showing how patients feel, we leave their doctors with a solution both they and their patients can appreciate: Cyramza.



### Concentric Health Experience: Room to Breathe VR

In an effort to bring the ground-breaking, in-person interactivity of Lonhala Magnair's Room to Breathe to more HCPs, Concentric Health Experience and Sunovion teamed up to create Room to Breathe VR. This virtual reality experience brings you inside the home of a Lonhala Magnair user, showcasing how each room of the house reflects the unique features that the product provides, including virtually silent administration, quick 2-3 minute nebulization time, and convenient audiovisual feedback.



### W2O: Botanical Walk

The Virtual Botanical Walk guides users through three different natural environments where a number of the country's most prevalent allergenic pollens can be found—forest, pasture, and roadside. Users navigate each environment with guided video and audio that mimics the sounds found in nature, simulating the experience of walking to discover the pollens found along the way.



**AbelsonTaylor:**  
**Our Lab Is Everywhere**

OurLabsEverywhere.com is the central hub for a first-of-its kind content marketing campaign that appeals to the innate curiosity of rheumatologists in order to deliver the Enbrel brand message. The site contains a growing variety of topically diverse, long-form articles, connected only by the mission of the site: to demonstrate that for Amgen, innovation is inspired by the everyday world beyond the walls of a lab.



**AREA 23: Toilet Books**

AREA 23 printed entire classic novels on toilet paper rolls to help doctors realize that patients with chronic idiopathic constipation spend way too much time in the bathroom.



**TRIO and Studio Rx:**  
**Challenges of Relapse Escape Room**

The Challenges of Relapse Escape Room, developed by FCB Health Network Companies TRIO and Studio Rx, was all about immersing participants into an actual bedroom of a patient living with schizophrenia. Ten clues relating to the challenges of relapse were hidden in the room. Participants had five minutes to solve as many as possible. The experience translates into thinking about how HCPs can help delay time to relapse and stabilize patients living with schizophrenia.



## best rare disease campaign nominees

### FCBCURE: Seizure Cap

Molybdenum cofactor deficiency, or MoCD, is an ultra-rare, ultra-devastating disease affecting newborns. "Seizure Cap" was created to educate neonatologists on the existence as well as the devastation of MoCD. An arresting visual of a potentially suffering infant being tested for intractable seizures serves as the initial call that something is tragically wrong and that every minute counts.



### Fingerprint: CroFab

Fingerprint's campaign portrayed the reality of envenomation as intense, scary, and emotional. By leveraging those feelings in order to elevate the severity of the situation, the agency positioned CroFab as the obvious solution to diffuse disaster.



### GSW: Don't Wait. Nplate

To communicate the idea of speed—the faster an HCP writes a script, the faster their patient can achieve treatment-free remission and be off Nplate—GSW merged the familiar environment of the exam room with the location where the patient truly longs to be. To help elevate this concept and make it more memorable, the agency worked to achieve everything "in-camera." From real grass, trees, and dirt to the water in the snorkeling execution, everything was designed to help the audience really "feel" the environment the patients aspire to be in.



A woman with blonde hair, wearing a light grey t-shirt and blue jeans, stands in a stable. She is holding a colorful ball-and-stick molecular model. To her right, a dark brown horse is visible, looking towards the camera. The background consists of wooden stall doors and beams.

**You Make the Medicine.  
We Make It Matter.**

**2020 Manny  
Award Finalists**

**Best Consumer Print Campaign**  
Sage Therapeutics — Each. Day. Matters.

**Best Consumer Web Campaign**  
Sage Therapeutics — Each. Day. Matters.

**Best Interactive Physician Campaign**  
Sunovion Pharmaceuticals — Room to Breathe VR

**Best Launch Campaign**  
Sage Therapeutics — ZULRESSO

**Best Patient Engagement Campaign**  
Sage Therapeutics — Know the Signs

**7x AGENCY**  
OF THE YEAR

**concentric**  
health experience

## best nonbranded campaign nominees

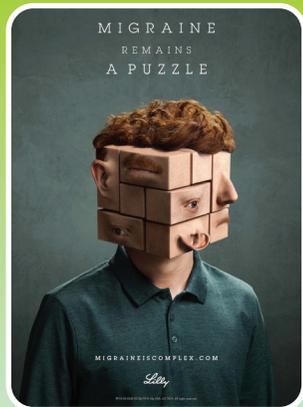
### Dudnyk: Trapped by BED

Dudnyk's objective for this campaign was to educate psychiatrists about the real impact of **Binge Eating Disorder (BED)** on patients' lives, in order to provoke empathy so that psychiatrists will act to identify and diagnose the disease, as well as to help establish BED as a real medical condition that patients cannot overcome alone.



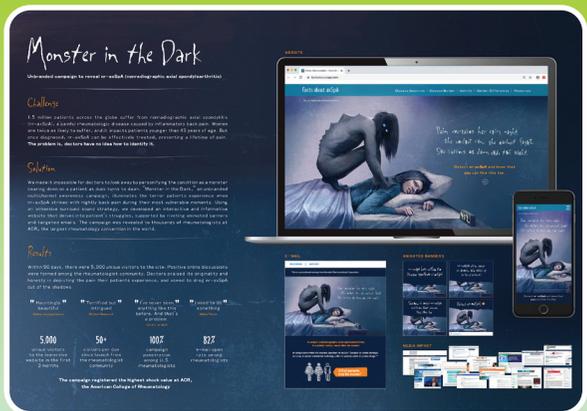
### McCann Health New York: Migraine is Complex

For the prelaunch of an acute treatment for migraine that will help provide some answers, McCann Health New York created the face of this debilitating disease in film, print, and online.



### Neon: Monster in the Dark

1.5 million patients worldwide suffer from non-radiographic axial SpA (nr-axSpA), a painful rheumatologic disease signified by chronic inflammatory back pain. Neon created the unbranded campaign, "Monster in Dark," personifying the condition as a monster bearing down on a patient at night, making it impossible for doctors to look away.



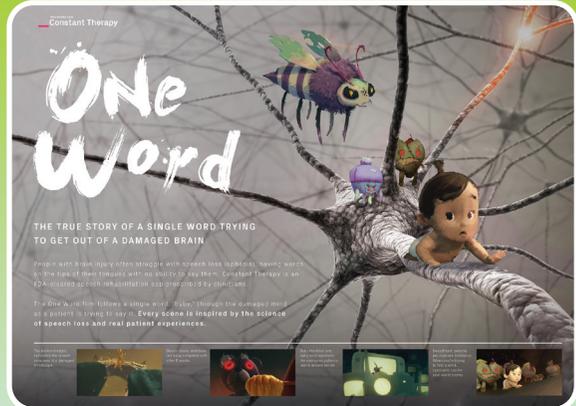
**AbelsonTaylor: Bad Enough For Botox**

AbelsonTaylor channeled its “Bad Enough” message as a broadcast TV spot depicting gritty vignettes of badass women—a mom, chef, a teacher—living their badass lives with fewer headaches and migraines. The campaign empowered and educated all at the same time, while setting the tone and theme for a full spectrum of new Botox integrated material.



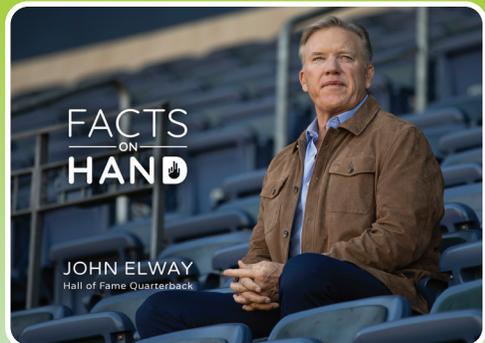
**AREA 23: One Word**

People with brain injury often struggle with speech loss (aphasia). Recalling the right word can feel impossible. Constant Therapy is an FDA-cleared speech rehabilitation app prescribed by clinicians. Every scene is inspired by the science of speech loss and real patient experiences.



**Fingerpaint: Facts on Hand**

Dupuytren's contracture is not only difficult to say, spell, and remember by name—it's also difficult to self-diagnose. Making matters worse, patients typically hold off on seeking treatment because they either wait for the condition to get worse or think surgery is their only option. Fingerpaint's Facts on Hand campaign set the record straight and—with the help of Hall of Fame quarterback John Elway—got patients to take earlier action, ultimately achieving double-digit growth for a 10-year-old nonsurgical treatment.



## best consumer campaign – web nominees

### CDM: Break Free From Your Glasses

STAAR Surgical is a world leader in the manufacture of ICL lenses to correct vision problems, an alternative little known in Europe and Asia. Therefore, a very visual campaign focusing on the concept of “Break Free” was created to capture the attention of the public. This campaign pointed out the discomfort of glasses and the simplicity and quality of the contact lenses.



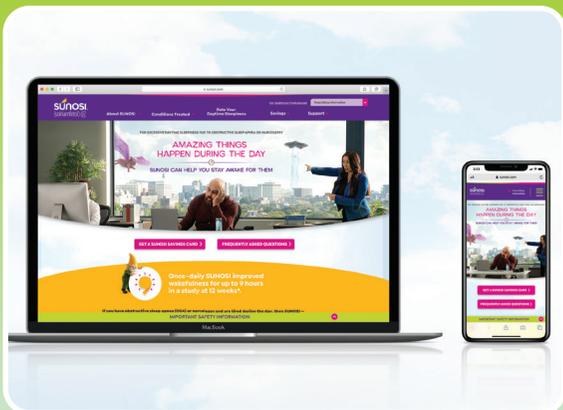
### Concentric Health Experience: Each. Day. Matters

The daily shame, anxiety, and incessant pain of postpartum depression rob a mother of the most important moments she'll have with her child. *Each. Day. Matters.* gives women the hope that there is finally treatment that can safeguard every day of motherhood. Despite the many hurdles that were encountered with this launch, the groundbreaking importance of Zulresso required a dedicated agency partner willing to do whatever it took to get the product to market.



### FCB Health New York: Amazing Things

FCB Health New York created a campaign featuring truly amazing characters like a flying pig, a unicorn, and a dragon to dramatize all the things that excessive daytime sleepiness due to obstructive sleep apnea are missing out on. The message is simple – amazing things are happening all around you. Sunosi can help you stay awake for whatever amazes you.





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**AREA 23:  
The 10% Campaign**

A campaign that uses only 10 percent of every medium to show how standard iron pills may deliver only 10 percent of what people with iron deficiency need.

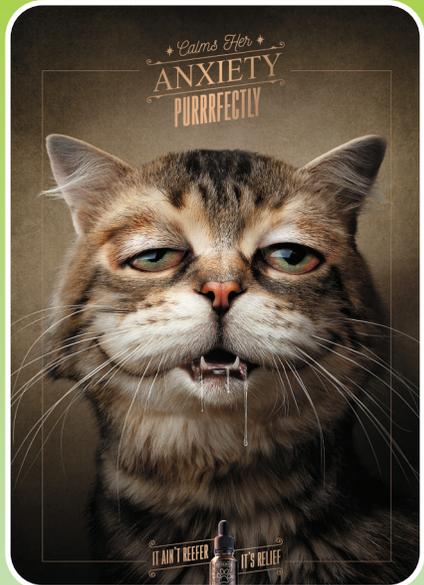


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**GSW:  
It Ain't Reefer, It's Relief**



GSW created a series of posters mixing photography and CGI that showed our four-legged friends looking like they just hit the blunt really hard. But the campaign reveals the delightful truth of the expressions and the promise of the brand in the final line – It Ain't Reefer, It's Relief.

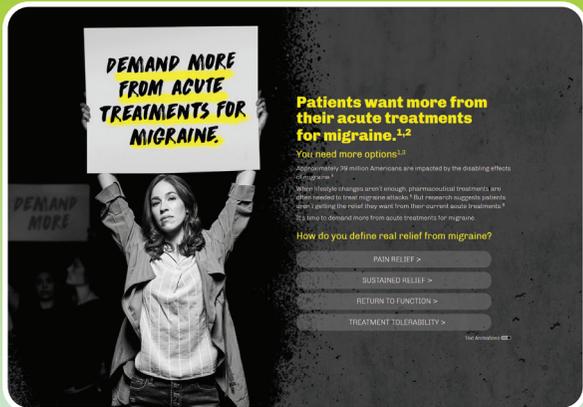
## CDM Princeton: Ilumya

Patients and dermatologists can now live without the weight of psoriasis treatment holding them down. To bring this to life, CDM Princeton portrayed patients literally breaking free from the “Laws of Gravity/Psoriasis.” Executional details take the imagery further: the website exemplifies burdens lifting by scrolling from bottom to top and the augmented reality experience has dermatologists literally interacting with floating imagery.



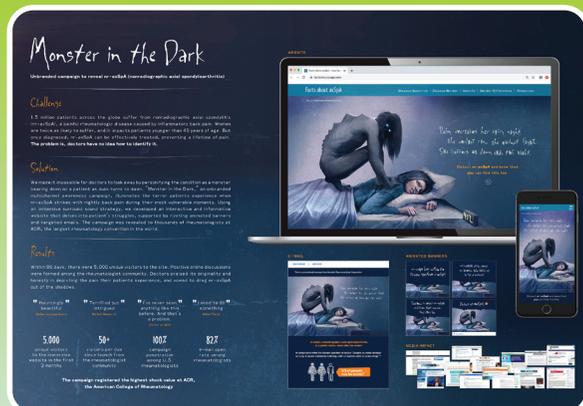
## Klick: Demand More

The Demand More campaign, launched July 2019, is a bold reminder that normalizing a solution that causes a host of additional problems isn't good enough. The stark black and white photography, emphasized by a bold yellow, literally highlights the fact that We. Need. Better. We need to Demand More from our acute treatments for migraine.



## Neon: Monster in the Dark

1.5 million patients worldwide suffer from non-radiographic axial SpA (nr-axSpA), a painful rheumatologic disease signified by chronic inflammatory back pain. Neon created the unbranded campaign, “Monster in Dark,” personifying the condition as a monster bearing down on a patient at night, making it impossible for doctors to look away.



**AREA 23: Toilet Books**

AREA 23 printed entire classic novels on toilet paper rolls to help doctors realize that patients with chronic idiopathic constipation spend way too much time in the bathroom.



**Harrison and Star: Magic Carpet**

As the leading combination BRAF/MEK inhibitor for the treatment of BRAF mutation positive melanoma, our challenge was to get Doctors to look at the clinical features of Tafinlar + Mekinist from a new perspective. The “Magic Carpet” campaign shows all the life that lies ahead with the durable responses offered by Tafinlar + Mekinist.



**McCann Health New Jersey: The Unexpected Campaign**

Knowing the Jack-in-the-Box can pop at any second symbolizes the suddenness and life-altering effects of a thrombotic event. Xarelto helps disarm these threats and allows patients to live with peace-of-mind.



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## best self-promotional campaign nominees

### AbelsonTaylor: Wall Art

Prior to its office relocation, AbelsonTaylor employees had the opportunity to enter an art contest, where three lucky winners would have their murals displayed on the agency's walls. The criteria for the work was based on those that had strong geometry, art-deco influenced design; combining those aesthetics with compositions that focused on merging creativity and science/medicine. Agency leaders also wanted to mix and match various artwork throughout the space in keeping with the creative wall art vibe they were looking for.



### GSW: Speaking Digital

The new GSW website is a sleek, modern expression of the brand the agency wants to be. A freshly cut, enthralling demo reel video is the top content offering, right before a company-wide interactive portfolio of the work. Highlighting key personnel gives humanity to the experience before GSW's office locations reveal themselves—some with their own local flavor, beliefs, or interpretation of how Speak People is interwoven into the culture. The final result is an experience that drives exploration as if fostering a conversation with the agency itself.



### HCB Health: Bring Your Dog to Work Day

Research has shown that whether it's improved heart health, reduced stress, or elevated mood, dogs make our lives better in every way. HCB's goal with this campaign is to remind employees of this fact.



Area 23

“By the end of 2019, AREA 23 showed that accepted laws of advertising perhaps are not as set in stone as we once thought,” agency leaders say. “What 2020 holds in store for the industry is anyone’s guess, but when it comes to AREA 23, one thing is certain – it will be defined by more self-disruption and continued rewriting of what is possible in health advertising.”



Harrison and Star

“A lot of great work is happening in the healthcare industry right now, we’re proud to be able to take every creative opportunity as far as we can and build on the best of what’s already here—not just for our clients’ brands, but to bring positive change to the lives of patients. As far as H/S is concerned, this is just the beginning,” says the Harrison and Star team.



McCann Health New York

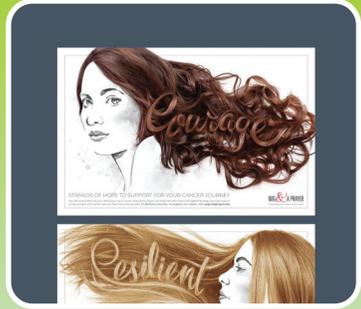
“For the past few years, MHNY has been about integration of disciplines and audiences—and 2019 was no different,” says agency President Leo Tarkovsky. “But this was the year we unlocked not only how we told the integrated audience story, but how we leveraged our expertise across stakeholders and geographies at scale.”



## heart award nominees

### AbelsonTaylor

AbelsonTaylor's commitment to philanthropy continues to be fundamental to the agency's business model. The agency's Hearts AT Work initiative offers employees more than 50 different opportunities to give back to the community. One of the highlights of 2019 was AT's work on Wig and a Prayer, a new charity founded by one of the agency's cancer survivors that supports women during cancer treatments, particularly with financial support in getting wigs. AT furthered a long-standing pro bono relationship with Heifer International by partnering in the Future of Food project in Ecuador, which aims to improve the nutrition and close the income gap of 4,211 families involved in agroecological production and commercialization in six provinces of the highlands and Galapagos by the end of 2025.



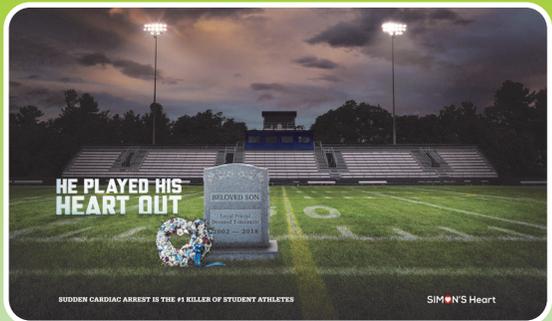
### CMI/Compas

A positive corporate culture is a major part of identity at CMI/Compas. The company has an established Employee Value Proposition that has become a mantra: Brilliant Minds. Big Hearts. Bold Opportunities. Philanthropic efforts (tagged often on social media with #cmicompasswish), learning and development, and a fun working environment are all priorities.



### Dudnyk

Three years ago Dudnyk decided to up its philanthropic game in a major way, dedicating significant dollars, time, and resources to sustainable philanthropic efforts supporting important causes in the Philadelphia area. Its major philanthropic commitments since then include Simon's Heart, a local organization dedicated to protecting student-athletes' hearts by detecting heart conditions and preventing sudden cardiac arrest; and Aid for Friends, which combats hunger and isolation among the elderly and disabled populations of Philadelphia.





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### Centron

September 2019 marked the two-year anniversary of the Centron relaunch – and a moment of self-reflection. “When we relaunched the agency, it wasn’t just about positioning and branding in market. Our goal was to create a total agency experience that delivered on our core promise: *Simply Thrive*,” says Celine Vita, president.



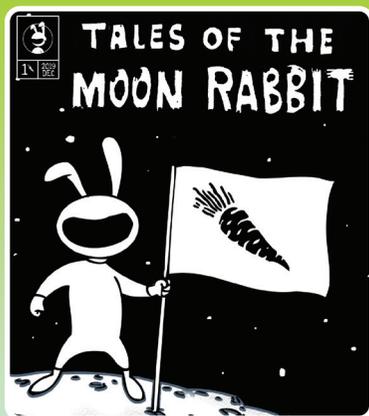
### DDB Health

DDB Health is thriving in an age where science moves quickly, innovation never stops, and taking the right action for better health cannot wait, agency leaders say. “The pace of healthcare is accelerating and DDB Health finds the challenge to be energizing, electrifying, and a unique opportunity to dare to do boldly. This intrepid agency has always been committed to decisively and courageously tackling every challenge.”



### Moon Rabbit

An independent advertising and marketing agency that blends consumer and healthcare talent, Moon Rabbit creates powerful brand campaigns and finds new ways for clients to integrate in a multichannel, multicultural world, agency leaders say. Since it was established in February 2019 through the merger of NSight Driven Communications and Elixir Advertising, Moon Rabbit has been expanding quickly to serve its growing client roster.



### FCB Health Network

"We never set out to be the biggest network and even today that sentiment is not part of our lexicon nor our culture," says Dana Maiman, president and CEO of the FCB Health Network. "Our goal, or more accurately, our purpose is that we are relentlessly passionate about doing what's right for our clients, their brands and our people."



### McCann Health

"Through combining science, creative and strategy, we strive to deliver best-in-class services to some of the world's top, as well as emerging, health and wellness brands and companies," McCann Health leaders say. "Our 2,000 employees in 60 offices across 20 countries and 6 continents are united by one vision: to help our clients' brands and businesses play a meaningful role for healthier lives."



### Omnicom Health Group

Omnicom Health Group was on a tear in 2019, delivering its biggest growth since forming five years ago. "Collectively, we grew in the double digits," says Ed Wise, CEO of the group. "That's incredible. And despite the pandemic, we are carrying some very positive momentum into 2020, as we continue to show growth across our group."



## agency of the year category III nominees

### Dudnyk

Having now achieved its fourth consecutive year of double-digit growth, Dudnyk leaders claim the agency's priorities remain the same. "Our focus has not shifted," agency President Christopher Tobias, Ph.D., says. "With a deep commitment to rare disease, biotech/biopharma, and first commercial launches, Dudnyk remains an expert partner in bringing to market life-changing brands for patient populations who need them most."



### McCann Health Managed Markets

In 2019, McCann Health Managed Markets grew its business by 26 percent, hitting both growth and revenue records. "We hired over 30 new people to handle our amazing growth and have become a talent destination for market access expertise," says Kim Wishnow-Per, president of McCann Health Managed Markets. "We have a great culture that people say is unique, and we're committed to programs that support professional growth and work-life balance to ensure everyone is happy."



### MedThink Communications

"At MedThink Communications, our purpose is to move minds, markets, and medicine," executives say. "Our education-first approach to healthcare marketing is showing big results. We achieved more than a 20 percent growth in revenue in 2019, a significant achievement that made 2019 one of our biggest years yet."



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invention  
originality  
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greatness  
standing out  
engagement  
achievement

## agency of the year category II nominees

### Blolumina

Following last year's prolific launch activity at Blolumina, 2019 was punctuated with organic growth and new business wins, increased talent acquisition, and expanded offerings. "Our collective drive to do better, to question, and challenge each other through 'happy conflict' was the force behind our ability to develop strong and compelling brand stories and experiences," says Kirsten A. Kantak, president and CEO.



### The Bloc

"Without a single doubt, 2019 was the best year The Bloc has ever had," executives say. "And, while the metrics were record-breaking for us, with nearly 50 percent revenue growth and a pitch win rate of over 80 percent, the real story was the growth of our community, with the addition of key talent across functions and levels to support the agency's expansion."



### FCBCURE

FCBCURE ended 2019 with a 25 percent increase in growth vs. 2018. This includes 13 new business wins and nine additional assignments earned organically. Tammy Fischer, managing director, cites the agency's challenger spirit as fueling the success of FCBCURE in 2019. "The spirit of turning 'no, you can't' to 'yes, we can' has focused our attention on solutions that drive brand performance. This has been noticed by our clients and has encouraged them to be true growth partners."





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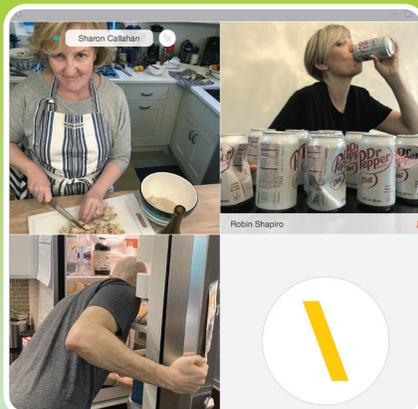
### Area 23

AREA 23 has certainly earned a reputation as a challenger brand over the last decade, and in 2019, agency leaders say they challenged many of the accepted tenets and preconceived notions that define agency business. According to Renee Mellas, president, "From our growth strategy to the very role of pharma agencies in the bigger industry picture, we look at 2019 as the year AREA 23 defied the laws of advertising."



### TBWA\WorldHealth

TBWA\WorldHealth is a radically open creative collective with 14 offices around the world, its leaders say, and since its launch in 2016, the agency has been breaking conventions and disrupting the world of health & wellness with three core values: #BeAuthentic, #DoGood, and #RaiseHell. Executives say 2019 was its strongest year yet.



### W2O

2019 was a seminal year for W2O. Executives say the most significant development was a partnership with private equity firm New Mountain Capital that provided resources to help accelerate W2O's growth and diversification and led to the acquisition of four companies that significantly bolstered capabilities in science and data.



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