

Langland cleans up at the IPA awards

The IPA Best of Health Awards in June saw Langland scoop Best of Show for advertising to healthcare professionals for a second year running – this time for its *Big Pain* campaign for Napp's BuTran's patches, the pain relief treatment for early osteoarthritis. The agency also walked away with almost half the awards presented on the night, scooping 19 silver and 32 bronze.

Overall, from the 336 entries in this year's competition, 26 silver and 87 bronze awards were presented, as well as two Best of Show awards and special prizes for best use of photography, copy, illustration, and art direction. The second Best of Show, for advertising

to consumers, went to Dr Foster Intelligence for its *Objects* campaign for NHS Sutton and Merton Urgent Care Services.

Mark Roalfe, chairman of judges and chairman and executive creative director, rkr/y&r, commented: "What is so refreshing to see is that both winners of the Best of Show awards in this year's competition have managed to convey their important healthcare messages using very simple, yet

effective and well-executed creative work that speaks for itself, and which sums up the whole point of these awards."



[More coverage of the awards on page 36.](#)