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Advertising: be brief, be bold
Pfizer UK head of customer & channel marketing Jason Perfitt on why insight and execution are the key to building successful brand campaigns. [\(more\)](#)



Appointments update
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Awards for Mother Advertising and Langland

Agencies take top prizes at the IPA Best of Health Awards 2009.

Mother Advertising and Langland scooped the top prizes at this year's IPA Best of Health Awards, with Langland awarded a record-breaking 29 prizes.

Held at Gilgamesh in Camden, London, the awards were once again a showcase for the best creative work in healthcare advertising across all media.

There were a total of 340 entries this year, with 67 bronze awards and eight silver awards presented, and just two attaining 'gold' status.

Mother Advertising was awarded the 'Best of Show' for advertising to consumers, for their 'Pablo campaign' for Frank; the Government's anti-drug website and telephone helpline that offers advice, information and support to anyone concerned about drugs. The humorous yet disturbing TV ad campaign features Pablo the dog as a drugs mule witnessing first-hand the dark side of cocaine.

Langland was awarded the 'Best of Show' for advertising to healthcare professionals, for their 'Smell the stilton' direct marketing piece for Nexavar; a drug used to treat renal cancer sufferers. The lovingly crafted book comprises a collection of the surprising and uplifting things people choose to do after being diagnosed with cancer.

There were further 'Best of Show' awards for the agency, and special prizes for best use of art direction, copywriting and illustration and photography.

Dave Trott, chairman of Judges and creative director of Chick Smith Trott, said: "I've been on many judging panels for awards schemes around the world and just like the best of them, the work that you see here - truly creative advertising - stops you in your tracks and makes you take notice. Congratulations to all those winning awards with particular praise reserved for the winners of the two Best of Shows for consumer and healthcare professional. Both pieces demonstrate intelligent and highly innovative advertising that communicate difficult healthcare messages in highly creative ways. Similar acclaim should go to the winners of the special prizes."

Adrian Parr, Convenor of Judges and Creative Director of Torre Lazur McCann, added: "The IPA Best of Health Awards are vital in highlighting the role that we play in communicating important healthcare messages in creative, attention grabbing ways. They set and then raise the bar for creativity in our sector. My congratulations go to all 77 winners of this year's awards."

Langland

Windsor-based agency Langland proved to be by far the most lauded agency this year, winning a total of 29 prizes, the most ever awarded to a single agency.

In addition to Best of Show in Healthcare, and Best Use of Copywriting and Photography, the agency also won four silver awards and 22 bronzes.

"This has been a remarkable evening for Langland," said Philip Chin, the agency's chief executive. "These awards are a tribute to the energy and ambition that characterise Langland people. I love seeing all the hard work recognised, and everyone enjoying themselves."

Langland's notorious 'Get Real' cinema spot for Pfizer, which features a man pulling a dead rat out of his mouth, won two silver awards in the Consumer/Patients category, for 'TV, video or promotional film', and 'new media'.

On the same evening the same campaign helped Pfizer win Campaign of the Year and five other first prizes at the annual Communiqué Awards for excellence in PR and medical education in healthcare.

"Some of this is truly breakthrough work," said Chin. "However, there are clearly still opportunities, for instance in digital, which the sector as a whole has been relatively slow to embrace."