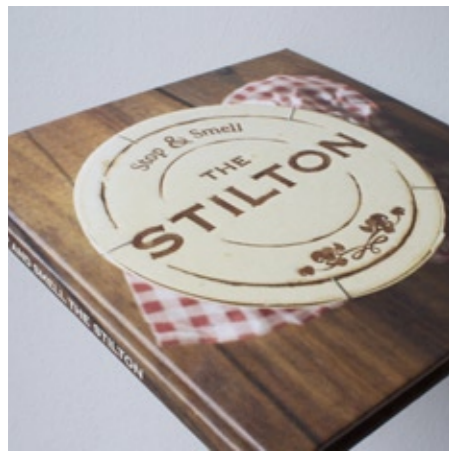


# WINNING AWARDS IS A HEALTHY SIDE EFFECT OF DOING THE RIGHT KIND OF WORK.

OUR 'RIGHT KIND OF WORK' DOESN'T JUST GENERATE AWARENESS; IT IS SPECIFICALLY DESIGNED TO PROVOKE CHANGES IN BEHAVIOUR. IT IS WORK FOUNDED ON TRUTH AND INSIGHT AND IT WILL OFFER A BRAND'S POINT OF VIEW. THIS IS THE KIND OF WORK THAT CREATES IMPACT AND IT IS WORK THAT WILL LINGER IN THE CUSTOMER'S MIND LONG AFTER THE PAGE HAS BEEN TURNED OR THE MOUSE CLICKED.

Nexavar: 'Stop & Smell the Stiltom' for Bayer Health



Hello, I'm Andrew Spurgeon and I'm the Creative Director at Langland. We've just won an unprecedented 29 individual awards at this year's IPA Best of Health Awards. It's a big result and we're all very pleased, but the thing most people seem to want to know is how we did it.

Well, I come from Adland, a faraway place where no one makes a fuss about categories. Sure, they exist (there's automotive, banking, retail, fmcg and so on), but nobody really cares about anything much except the quality of the work. What you've produced is either good or it isn't. It's as binary as it is brutal.

Healthcare is different, or so I'm told. Here, 'The Category' is a constant frame of reference with a parallel universe of same, but different agency people working within it. In 'The Category' it's near impossible to get good work approved by uneducated clients and their hovering medics. And even if you could, research in 'The Category' is designed to ensure that your best efforts are drowned in warm Pinot Grigio and buried under

heaps of curly sandwiches. And then, the ultimate insult, should your idea reach the healthcare professionals themselves, it will be regarded with utter disdain because morally, these people simply will not be persuaded to do anything by the cheap, sully tactics of advertising.

**IN SHORT, I'M SORRY TO HAVE TO INFORM YOU THAT HEALTHCARE IS A CRAP CATEGORY.**

On that basis, we might as well pack up right now. Don't you think? It's just too hard. There must be some kind of conspiracy that stops us doing the kind of work that we dream of. But hang on, Langland won 29 awards including Best of Show, Best Use of Photography, Gold, 4 Silvers and 22 Bronzes.

Are we the exception that proves the rule? Or, are we simply an agency that believes passionately in the currency of ideas and refuses to follow the conventions of any category? Of course, it's the

latter and I would go so far as to say that, in my limited experience, healthcare behaves no differently to any other group of products or services. And that actually, in some respects, it is easier to produce great work here than it is in Adland. Marketing issues are reasonably clearly defined and points of difference tend to be distinct with genuine evidence to back them up. Audiences are much easier to reach and smaller in numbers, which helps to make whole process much more affordable.

If there has been one significant challenge, it has been in the area of execution. Weak design and art direction can be found in abundance within the cheaply produced 60gsm pages of industry journals. Well-considered typography, photography, design and layout are not hallmarks of healthcare advertising and it is, perhaps, this lack of finesse that has made it the last place a mainstream creative person ever wanted to be (although you'll now find a few of them secretly working in my department).

Idis: 'Risks Forewarned'



With the right talent, standards can be raised and the best work here can compete with the best work anywhere. Our Best Use of Photography for IDIS is a good example of the benefits of bringing world-class talent to bear on your next healthcare project. Photographer, Doug Fisher's campaign delivered a series of unique images that have instantly become important assets for our client. Wholly owned and unlike anything else in the market, this level of quality is worth every penny.

**AT LANGLAND WE MAKE A POINT OF WORKING WITH THE VERY BEST PEOPLE WE CAN AFFORD, OFTEN WITH STUNNING RESULTS. OUR SILVER-WINNING COMMERCIAL FOR PFIZER WAS POST-PRODUCED BY THE MILL, ONE OF THE BEST SPECIAL EFFECTS COMPANIES ON THE PLANET (YOU CAN TELL BY THE OSCAR FOR THE FILM 'GLADIATOR' PROUDLY ON SHOW IN THEIR GREAT MARLBOROUGH STREET RECEPTION).**

Phizer: 'Rat'

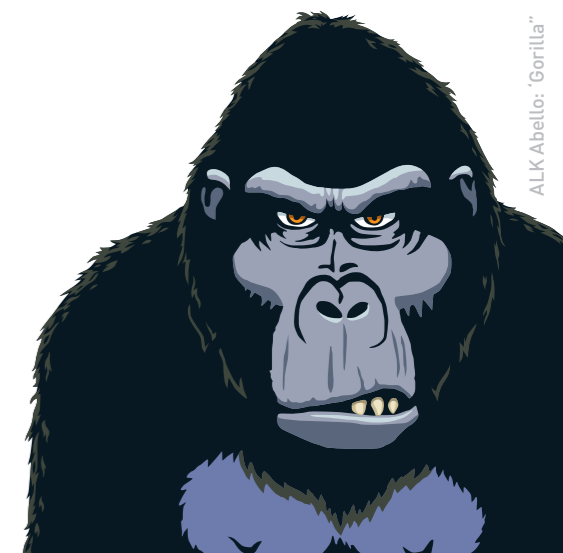


Crestor, another of our Silver-winners was gracefully photographed by Nick Meek, an Adland favourite and much-loved by marketers at VW and United Airlines. We like Nick too. So much so that he received a second commission to produce a series of touching images for Schering Plough's Compass campaign, another of our award winners.

And then there's that book, Stop & Smell The Stilton for Nexavar. Winner of the coveted Gold award and honoured with Best of Show, this genuine labour of love combines photography, illustration, graphic design, cut paper and even cross stitch. The execution is exemplary, but it is the idea itself that elevates this particular piece to Gold status. To convert survival data so deftly into a celebration of individual life is no easy task. It took the conviction of a confident agency and an enlightened client to guide this through the treacherous waters of medical sign-off. But hey, it can be done.

If you, your clients and your agency want to make better stuff more often, then I sincerely recommend that you do just one thing - ignore 'The Category', it's jaded, rotten and it's standing between you and the recognition that you deserve.

**Andrew Spurgeon is Creative Director at Langland, the UK's biggest independent and most awarded healthcare agency. He can be contacted at [andrew.spurgeon@langland.co.uk](mailto:andrew.spurgeon@langland.co.uk)**



ALK Abello: 'Gorilla'